

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVIII. NEW YORK, FEBRUARY 27, 1907.

No. 9.

The Indianapolis Star

has passed the 100,000

mark in daily circulation

During the past twelve months THE STAR gained over 18,000 in daily circulation—surpassing by a wide margin the combined circulation of all other Indianapolis newspapers.

**During January, 1907,
The Star gained 291 columns of
advertising over the same
month in 1906**

THE STAR has passed all competitors in Indianapolis in volume of classified advertising carried.

All of which indicates that THE STAR has been and is doing things in Indianapolis.

Don't try to cover Indianapolis without THE STAR—or Indiana without The Star League.

GENERAL OFFICES OF THE STAR LEAGUE

Indianapolis Star Muncie Star Terre Haute Star
STAR BUILDING, INDIANAPOLIS

C. E. LAMBERTSON, 1515 Flat Iron Bldg., New York, Eastern Mgr.
JOHN GLASS, Boyce Bldg., Chicago, Western Manager.

And still they keep on taking them. First Jap-a-Lac, then Pond's Extract Soap—then Diamond Dyes—then Jap-a-Lac again—then W. B. Corset—the big, standard, well recognized and successful business houses. And now

ALABASTINE

PAYS \$18,000.00

for a single advertisement,
four pages, printed in full
colors, in one issue of the

BUTTERICK TRIO

Look for it in the current issues of the **DELINEATOR**, **DESIGNER** and **NEW IDEA WOMAN'S MAGAZINE**, now on the news-stands.



"How Can the Man Who Pays Eighteen Thousand Dollars for this Single Advertisement possibly Expect to Get His Money Back?"

He is getting the best advertising value that his money can buy.

FIRST—The big ad stands more than a *chance* of attention. It *commands* attention. The Magnitude of it proves that it's worth reading and impresses it for ever on the memory. If this advertiser had spread the same money over many small advertisements, in many small magazines, he would simply be "one of the crowd." And he would not make half, or even a third, so much impression.

SECOND—Retailers *KNOW* the bigger power and surer results of these big advertisements. You don't have to explain or argue the matter with them. They have had experience, and they *know* it already. That fact alone adds immeasurably to the results of your advertising.

THIRD—"Full-color" enables you to put into your advertisement any color you want. It gives life and vitality to any written argument. And if you are selling an article which has color for its main feature, the *best* part of your argument is the picture that shows your article in its *colors*.

Though it costs 1,800,000 cents, this big message goes to about 10,000,000 readers—in more than 1,000,000 homes,—customers of practically every store in the United States that ought to be selling this article. They are the

kind of customers whose patronage is valued by the retailer, and whose demand is heeded more readily. In fact, to "the Cream of Good Customers in America"—whose patronage alone—(and irrespective of the clientele of any other magazines)—is sufficient in itself to assure the success of any worthy article—when once they *know* its worthiness.

Figure for a minute and you will see it doesn't cost as much as it seems. Suppose this full-color business message had been printed and distributed to these customers by the advertiser himself, or compare this with the cost in other magazines.

Look for this advertisement and read it carefully—as a business man. For here is another business man who has called to his service *the largest, the strongest, and the most efficient single power for business promotion in the world.*

If you are interested, either in advertisements of this size, or smaller ones, write to me. Advertisements not printed in full-color, but only in black, cost less (\$100 per inch). Whether your advertisement is large or small it reaches the same number of homes, and the same number of readers. The big advertisement simply tells more of your story, and commands more attention.

THE BUTTERICK TRIO

The Delineator

The Designer

The New Idea Woman's Magazine

The Butterick Trio goes to more than 1,600,000 homes—about Ten Millions of readers. Magazines that pass from hand to hand, and from home to home—among *women*, who buy at *retail stores, for families.*

W. H. BLACK, Manager of Advertising

Butterick Building

F. H. RALSTEN, Western Advertising Manager

New York

First National Bank Building, Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. VLIH.

NEW YORK, FEBRUARY 27, 1907.

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ADVERTISING FOR COMMERCIAL DEPOSITORS.

SECOND ARTICLE.

In the preceding article some attempt was made to show that the advertising of a commercial bank or trust company begins with *what it is*—its personality, directors, solidity, etc. These form the basis of public confidence, and when the bank has covered them in its publicity, then it is proper to go further and tell

WHAT THE BANK DOES.

Under this head come a number of services for the public, every one of which are to-day being exploited in different ways by financial institutions on the search for new commercial accounts. But, as with the topics under the first head, no bank seems to be getting out of them all it ought to get. Checking accounts, loans, investments, facilities for women depositors—many banks are talking about these, but in maxims only. Instead of explaining, they merely repeat the obvious thing. Perhaps the most striking paradox in all advertising is the habit of printing the name of a bank, which clearly states that it is a bank, and then putting under the name such information as "Deposits received" or "Foreign exchange sold." It is as though a butcher advertised that he was a sausage-maker and then added "Sausage."

Checking Accounts.—Here is the beginning and the end of what a bank does. Get a man's balance, give him a check-book, and he is a candidate for everything else it sells—loans, investments, exchange, deposit vault. Nobody seems ever to have writ-

ten a paper that adequately sets forth what a bank does for its checking depositor, so the public has no conception what it enjoys. The banker himself has no conception, you might say, of the magnificent service he renders a man or firm that will let him keep money for them. The banker is too close to see the picturesque sides, and has been giving this service so many centuries that he doesn't know what he gives so freely.

In all the complex marts and industries there is no bargain a-going like a checking account, from the standpoint of the man who opens it. He not only gets something for nothing, but is paid to come around and take it away. The bank keeps his money for him and pays him for the privilege. It keeps his books for him. It carries him, in many cases, when his money has temporarily run out. It will buy him stocks, bonds, mortgages. It collects his dividends, interest, rents and other income if he wants it to, and makes no charge. It gathers a hundred little items of money together into one lump, and permits him to pay it out again in a multitude of little items with only the trouble to sign his name. It renders back receipts from his creditors, and in case of successful forgery of his signature it stands the loss. It performs every possible service he can want in connection with the transfer of money all over the world, and seldom with cost to himself, and does it so quietly and efficiently that he need visit the bank only once a month. It gives him an insurance on his life and property by putting the latter where there

is no inducement for thieves to attack him. It will take his check once a month and carry the financial problems of his wife, and do her book-keeping. It will do the same for his children, his parents, his uncles, cousins and aunts. It is a stronghold to him in times of plenty, a succor in times of want, an automatic accounting system, private secretary, fiscal agent, counselor and friend. And all for nothing.

Time is said to be money. Money is certainly time when it passes through a bank. The number of hours, the amount of writing, the work of collecting that is saved the depositor of a commercial bank, is incredible. In the ordinary routine of a business office it would probably amount to an extra clerk all the time, and in great corporations to a separate department. Sir John Lubbock's investigations in a large London bank showed that, out of transactions aggregating nearly \$100,000,000, only \$3 in every \$100 actually passed in coin and bank-notes. Fully \$95,000,000 of these transactions were in checks and other paper, and went through the organized channels of local, national and foreign exchange. The bank carried the whole burden and most of the risk. Had this \$100,000,000 been paid back and forth in currency it would have entailed endless trouble, waste of time, risk, cost of transportation and other expenses. Therefore, it is something wonderful to reflect that a man with only a few hundred dollars can, by the mere act of shoving it over a counter and taking a pass-book, become a sharer in this highly intricate machinery, and benefit by an organization that has taken ages to build up and which reaches to every corner of the earth, ready to collect or pay a penny or a million dollars. The bank furnishes its depositor a pass-book which, with his canceled checks, is a private record of all his financial transactions. It charges him nothing for keeping it posted and balanced. When he puts his few hundreds into its keeping his money is not only safe from fire,

theft and depreciation, but from loss through swindling. A swindler would rather chose some man who does not believe in banks for his victim, for last year the Pinkerton system put a criminal into jail a year for every \$47 lost through forgery or swindling by a bank that belongs to the American Bankers' Association.

This is what a bank offers when it says "Checking accounts solicited." How inadequately the set phrase tells the story!

A banker may recognize the force of these facts. He surely recognizes that the express companies by persistent advertising and pushing of something that he gives as a part of service, and often free, have built up a profitable money order business. They do the collecting therefor; he does the work. He may admit that the case to be made out for a checking account is strong, yet will not care to take newspaper space to rehearse what it is assumed everybody knows already. He may think that description of how a checking account works for the depositor, and what the latter gets in the way of service, would make the bank ridiculous in the public's eyes. But if he doesn't want to cut the story of the checking account up into convenient lengths and say "This is what *our* bank offers," he can easily save his dignity by saying "This is what all banks offer—we call attention to *our* checking facilities." Furthermore, while many persons know the conveniences of the checking account, not everyone knows how to use checks. The advantages of doing business with the bank's help can be made to seem more like original facts if little "Do's" and "Don'ts" are incorporated in the advertising. Warn against the destruction of certified checks, showing what many sharp business men do not know—that the moment a check is certified the drawer's account is debited that amount, and the bank becomes, not his debtor, but the payee's. Use suggestions like these from *Bank Notes*:

Never date a check ahead or give a check for more than your bank bal-

ance, expecting to have enough in bank by the time it is presented to meet it. A habit of doing this once formed will give you much uneasiness and trouble in the long run.

Never fill out a check except from your own check-book, if you can avoid it. Number and date each check properly, and make a corresponding entry on the stub of the check-book. Make the check payable to the order of the person to whom given. If in doubt, ask him if he is acquainted at the bank, and if he is not have him endorse the check in your presence and write your own name under his. This saves him the trouble of having to get someone to identify him.

Write the amount in body of check distinctly, beginning at the extreme left of the line used for that purpose. This prevents a subsequent holder from inserting a word or two before the amount and thus "raising" it.

These generalities, published in newspaper space, and even in magazines, furnish a valuable basis upon which to work with letters and solicitation. They also bring a good percentage of business direct when the advertising is forceful.

Many banks, in advertising thus, prefer to begin with the formula "We offer." The more genial way is to treat the matter from the reader's side—tell what the bank will do for him. The following example of general advertising all have this "Your" note, and are more or less pointed and unhackneyed:

Your banking business may be small, but you need not therefore deal with a small bank. Small accounts are welcome here, and will receive interest. \$4,500,000 capital and surplus.—American Security and Trust Company, Washington.

No account—no convenience. Unless you've a daily drawing balance, you don't know what financial convenience is. A daily balance is an infallible bookkeeper, without salary. Your money is safe, yet more accessible than in your pocket, as you can pay all bills by check—large and small—without even registering the letter. If you lose your check-book, you simply get another free. It's no good to the finder.—Home Savings Bank, Washington.

There is no wisdom in being your own banker. There is much wisdom in depositing your money in this company's banking department, where it will be absolutely safe and will earn interest.—Union Trust Company, Washington.

Check your inaccuracy. No matter whether your purchases be few or many, your capital large or small, you should let us be your bookkeepers.

Make all disbursements by check and always know where you stand. A cashed check is an indisputable receipt—no other is so good legally. Your check-book is useless to a burglar—you can carry your capital without any chance of losing it—if you only carry the check-book with you, and the money here. A check-book has all the conveniences of a journal without the bother. A money order is convenient to those without a daily balance—it will be a laborious method to you after you start checking.—Home Savings Bank, Washington.

Ignorance of the safety and convenience of a bank account may some day prove expensive to you. Why not open an account with us, pay your bills by check, and feel that the safety of your funds is guaranteed?—National Howard Bank, Washington.

Making money is easier than keeping it. You run a risk of loss every hour of the day unless you take steps to protect it. If you carry it on your person you are a possible victim of the pickpocket. If you keep it at home the burglar may call on you. Why not deposit your money in a safe institution, open a check account and place the responsibility on us? You can have it whenever you desire, and we guarantee its safety.—National Howard Bank, Washington.

"I herewith hand you check." There's a certain dignity about paying that way which makes a check account indispensable to ambitious men.—Union Trust Company, Baltimore.

On the other hand, here are a few advertisements written on the "We offer" standpoint that are forceful and have dignity and reserve that many bank officials would value more than over-anxiety to please:

All business men require: 1—A safe bank in which to deposit their money and securities. 2—A bank from which to borrow money to carry on legitimate business interests. 3—A bank carefully equipped to render the best assistance to every business proposition and fully organized in every banking department. 4—A bank liberal in its business methods, but conservatively managed to insure safety. 5—A bank large enough to inspire the confidence of its customers, but not too large to give every consideration to the interests of rising young business men. 6—A bank with courteous officers capable of giving customers sound business advice. This bank has pleasure in offering its services to the business men of Chicago, believing that its present customers will insure new clients; that it can and does fulfill all the above requirements of modern banking.—Metropolitan Trust and Savings Bank, Chicago.

In the interest of the legitimate producer and merchant—to the exclusion of the purely speculative—a

strictly commercial institution.—National Bank of the Republic, Chicago.

We have watched the development of many young business men from small beginnings into some of our most substantial depositors. We have contributed to this success wherever opportunity offered and safe banking permitted;—we shall be glad to do the same for you. We invite your checking account and the savings accounts of yourself and the members of your family.—Royal Trust Company, Chicago.

We want the checking accounts of live young business men who will grow up with us. We are growing ourselves, through careful attention to our customers' wants. We are not too large to give moderate accounts our best attention.—Royal Trust Co., Chicago.

We are always ready to co-operate with the man who thoroughly understands his business and is earnestly working to build it up on right principles. We welcome the checking account of the man with the small or moderate business—he receives the same care and the same security as the man of large affairs. We invite your checking account and the savings accounts of yourself and family. On Mondays our Savings Department is open from 10 a. m. to 8 p. m.—Royal Trust Company, Chicago.

Some banks use general advertising to invite certain kinds of depositors. In a college town, for instance, when the term opens, a bank may publicly state that nothing pleases it more than to do business with college *men*—not “students.” Acquaintance formed among the newcomers, there follows the business of college clubs and societies. The Commercial National, of Washington, makes a point of timeliness in going after certain classes. At the New Year it takes big newspaper space to invite the accounts of newly-elected treasurers of organizations, corporations and institutions; when Congress opens it bids for the banking of new representatives and senators; when society comes back for the winter the bank addresses an advertisement to “Strangers in the city.”

It often pays to advertise the fact that a bank gives any required service in making up pay-rolls for factories, stores and corporations, or that it will call upon such every day for deposits if requested. It is profitable, too, in some neighborhoods to stretch the banking hours a point on cer-

tain days, or take care of the needs of men like theater managers, who want to bank their box-office receipts late in the evening. Banks and trust companies are not slow in organizing such special service, and often the few depositors a special form of service appeals to are easily reached by solicitation. But it is interesting to the general public to read about such service, and gives the institution a reputation for alertness and willingness to oblige.

One fact that cannot be insisted upon too often in general advertising is the bank's desire to have small accounts. Some of the New York bankers have set a minimum of \$5,000 as the limit at which an account will be opened, and these huge institutions lead the public to believe that at least \$1,000 is necessary at any bank. But many banks find a \$50 minimum profitable. The story is told of a depositor in one of the biggest New York banks who was sharply reminded that his account had several times fallen below the minimum—a large one. In revenge he drew out his balance, leaving a single dollar, and this the bank had to carry as an account on its books. He would neither close it nor deposit more. The idea of bigness isn't especially valuable in bank advertising, anyway. The idea of littleness is—or rather the idea that the bank takes care of little people. That cannot be spread around too widely or too often. Another story illustrates the dangers of mere bigness:

A prominent western capitalist had been solicited to transfer his account from an old bank to one offering more modern facilities. The president of the latter bank invited him out to lunch and when they came back went over the superior facilities of his plant. As a last argument he took him to the confidential ledger and showed the heavy balances carried by three or four wealthy men in the capitalist's own line of business. He took pride in the confidence of these strong men in his bank. But the capitalist grew serious, and then said he would

not transfer his account. A bank that derived its strength from two or three rich customers, all in the same business, was unsafe. In an emergency they would get the bank's money, and nothing would be left for the small depositors. A bank grows and thrives on a large number of diversified depositors.

When this general advertising is carried out with personal letters, personal solicitation and literature, it is not only advisable to talk to each class of prospective depositors according to their needs, but to address each personally if possible. One of the devices of modern newspaper circulators ought to be useful to a commercial bank—that of getting names of new people who move into the community and writing them personally. In the case of a bank these names are easily obtained, for newcomers are chiefly business men, and can be kept track of through a close watch upon rentals of business property in its locality. A commercial bank in a residence neighborhood would find it profitable to be in touch with all renting agents. It is said that within a week after any new resident moves to any part of Brooklyn, a representative of the Brooklyn *Eagle* calls, states that the paper is to be sent on trial for a short period, gives any information that may be needed concerning shops, churches, schools, etc., and makes the newcomer feel at home. A bank can do this if a newspaper can, for the profit on each successful transaction is greater, and the number of prospects to be dealt with smaller. It pays to get on the ground early, either through the solicitor or with a cordial letter from the president. After the bank has said "Welcome to our city" it can help the business man get his offices in order, naming carpenters, painters, supply houses, etc., usually from among its depositors. In the latter case it is good advertising to let the depositor who paints, carpenters or supplies know about this—he may be moved to speak in very strong terms of the bank's courtesy.

In soliciting and writing to residents already on the spot it is good policy to first divide them into sheep and goats. On the main avenues, for instance, will be found retail merchants, while on cross streets are householders. Get ratings of the tradesmen and exclude all below the financial mark that seems unprofitable to the bank. Divide the householders into those who own their homes and those who rent. The first class is open to household accounts, and the latter will chiefly fall into savings—though no man of sense will fail to see that the householder who rents a home at \$2,000 a year is better material than the man who owns a \$3,000 house. Other sources for the mailing list are club rosters, telephone and social directories, lists of attorneys and business men, the rating books of Dun's and Bradstreet's, stockholders in corporations, names taken from the real estate transfers, etc. One successful advertising bank compares every such list that can be obtained with the names of depositors, and writes to people not on the books. When the solicitor of a church comes around for a donation to the strawberry festival he gets it—on condition that a list of the church's members be furnished the bank.

The most valuable mailing list a bank can get hold of is the one that is easiest to get—its own list of depositors. Nothing gives the feeling of personal attention like a letter from the president occasionally to the depositors. If the man who receives it be ever so big and influential in the business world, a sincere letter, signed by the president, telling him of the bank's growth, its outlook, etc., and thanking him for his share in its prosperity, is as likely to go home as directly with the small business man. In fact, when men get into the upper strata of business, they have time for the business courtesies, and relish extending and receiving them. They have got beyond the period when it is necessary to ask, "What's the motive?" As for the small depositor, such a letter is often received as an honor—if sent out

with discernment. On the books of a New York bank uptown was an artist who had a slender balance and checked it so dangerously near the vanishing point that several times he was asked to be more careful. The first piece of mail this depositor got on the second day of January was a notice that his account had been overdrawn again, and the next a courteous, hopeful letter from the president of the bank thanking him for his aid in making it a prosperous institution the past year, and trusting that he would continue to favor the bank further during the year just opening.

One of the best assets of a bank is a "homelike atmosphere." When depositors take a personal interest in tellers, and the officers in depositors; when the latter go along year after year in the assurance that their bank will do for them anything consistent with safe banking—but no more; when the little depositor feels that he is somebody, and the big depositor that he is a special somebody; when the counsel of the bank's officers is sought and valued—all these things, going to make up a pleasant "atmosphere," are bound to spread through the community. Such a bank becomes a sort of financial party, rather than an institution, and men are willing to go out of their way to do it good. Many and many a commercial bank that has such an atmosphere, however, never succeeds in putting any of it into its advertising. To see it lined up on the financial pages with crusty old banks and aggressive young trust companies, one would never guess that it was different somehow. But this element of "differentness" is a real thing in the counting room, and it ought to be put into the advertising. No set rule can be laid down for this. The man who writes the advertisements simply has to be the "home atmosphere" kind of man. He may strike this note by originality of style, or by the different way in which he takes hold of banking arguments. Only a few banks are doing it. One of the best examples is the Commercial and Farmers' National, of Balti-

more, which attains individuality through the wide range of topics treated in its advertising, and the new way in which they are treated. But no routine advertising department could hope to write that sort of stuff for any bank. It must first be a special kind of bank, with a special kind of individuality, and after that the copy must be written by someone in the bank. The Baltimore bank's copy is written by its president.

JAS. H. COLLINS.

THE Louisville man who advertised for a lost umbrella was promptly examined as to his sanity.—*Cincinnati Commercial Tribune*.

Certainly. Interference with vested interests and inalienable rights cannot be tolerated.—*N. Y. Telegram*.

1906

Was the greatest year of

THE

CHICAGO RECORD-HERALD

ADVERTISING
GAINED

1,793 Cols.

over 1905, which broke
all previous records.

CIRCULATION JAN. 1907:

Daily Average, 150,527

Sunday " 216,042

The only morning paper in
Chicago which prints its circulation every day.

THE

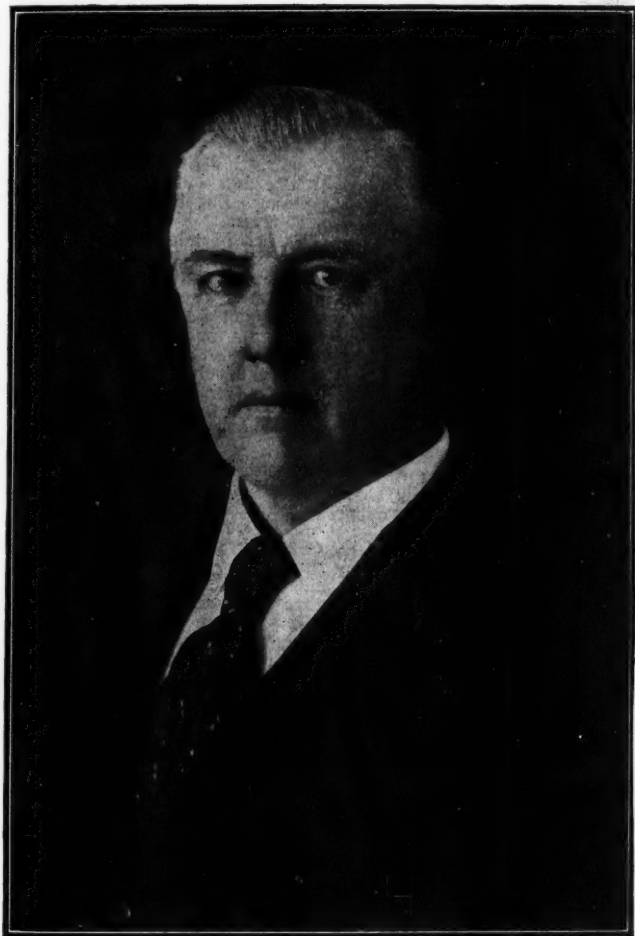
CHICAGO RECORD-HERALD

Lincoln Freie Presse

Lincoln, Neb.

Actual Average
Circulation 149,281

Our biggest circulation is in the States of
Iowa, Wisconsin, Minnesota, Nebraska,
Illinois, etc., in the order named. All sub-
scriptions paid in advance. Flat rate, 35c.



HERMAN RIDDER,

OF THE NEW YORK "STAATS-ZEITUNG," ELECTED PRESIDENT OF THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION AT LAST WEEK'S MEETING. MEDILL M'CORMICK, OF THE CHICAGO "TRIBUNE," WAS MADE VICE-PRESIDENT, AND E. H. BAKER, OF THE CLEVELAND "PLAIN DEALER," SECRETARY. E. P. CALL, OF THE NEW YORK "COMMERCIAL," WAS RE-ELECTED TREASURER.

STABILITY VS. NEW BLOOD.

There is one thing few advertising solicitors like to admit.

That is, that by any possible chance the delighted readers of their own publications every stop reading it, or put it away in a garret where nobody can get hold of it for reading purposes. Question the solicitor, and he cites remarkable instances of orders coming from advertisements years after date of issue. One old story is perennially resurrected—that about the man whose eye was caught by an ad in a newspaper that had laid under a carpet ten years. His order followed. There are genuine cases of orders being received from ads more than ten years' old. It is upon these that the solicitor would always fix the fascinated eye of the advertiser. Try to drive him the other way. Try to get him to admit that perhaps, in some cases—not all, but still a few—one of the readers of his publication might go so far after reading a newspaper or magazine as to wholly destroy it. He will never admit that. Drive and question as you please, the only result would be to lead him to perjure himself or break a spring.

All solicitors like to dwell, however, upon the fleeting nature, the perishability, of other solicitors' mediums. Magazine men moralize upon the newspaper, which springeth up this afternoon, but to-morrow is cast into the furnace. Newspaper men like to speak of the files of magazines, stripped of their advertising sections and bound to be stacked in long rows and gather dust in public libraries. Trade journal publishers give lists of readers who bind their files ads and all. Any solicitor of a periodical medium can overturn the appercart of a street car or billboard man in a moment, because the latter have to admit that there cometh a time when the card is actually taken down from the car, or the poster covered up.

It was a solicitor for a boys' magazine who produced photographs of clubs of his readers to show how mature they were.

"Why, we even publish marriage notices for our subscribers," he said, enthusiastically.

"Oh, you do, eh!" retorted the advertiser. "Well, when a boy gets married he must stop reading your magazine."

The solicitor was dazed only a moment. Then he rose grandly.

"Not on your life! Never!" he said. "When they get married they continue to take it for their children."

Now, this little trait of publishing and soliciting nature is amusing. But it goes deeper than amusement.

Stories of ads answered after years in the garret, and proof that readers take a paper generation after generation without missing an issue, are excellent arguments for stability. But is it altogether stability of circulation that an advertiser wants?

Cyrus Curtis has admitted that the secret of productiveness in the *Ladies' Home Journal* is a "succession of crops"—that it pays advertisers year after year, not alone by large circulation, but also because the clientele is continually changing. New blood is coming in in a certain proportion every year, and to demonstrate this Mr. Curtis frankly concedes that many old subscribers drop off. But even Cyrus Curtis doesn't like to admit that they drop away forever. He says they take some other paper a year or two, and perhaps find that it isn't the *Ladies' Home Journal*. Then they come back, and all the ads are new to them, and they have accumulated money by not answering the ads in other magazines, and so have more to spend. This isn't exactly the way Mr. Curtis puts it, of course. But it is the way a solicitor might put it.

Advertisers who keep close trace of results through key numbers have said that there is no time at which a magazine pays so well as when it is taking on new circulation. If a publication with 250,000 subscribers makes a radical change in editorial policy, so that half of these subscribers are lost, and then starts to build up a new 125,000 to replace them, the

best time for the advertiser to be in its pages is when it is getting this new blood from month to month. *Everybody's*, for example, paid some advertisers phenomenally when it was adding readers with "Frenzied Finance." It is still profitable to those advertisers, but that period of circulation-building was regarded by the wise as a golden era, not to be duplicated by any stable circulation, however large. Some of the mediums that have been stable in circulation for years are admitted to be going to seed. None of them will ever go to seed so effectually as to be useless to every class of advertisers. Somebody can always make them pay. But for the great average proposition a percentage of new, live blood is necessary in circulation, and for many it is best to have as much new blood as possible.

Stability is one argument.

New blood is another.

In soliciting for a medium, and advertising it to advertisers, the publisher can seldom claim both kinds of circulation. He must choose between them. New blood seems to be the argument that appeals to the largest number of advertisers, and those most wide awake. It might be well to emphasize it at the expense of stability. It might even be well for the solicitor to admit that readers burn up their newspapers and magazines after reading, and wait expectantly for the next issue, and that the point in getting results is to be in the advertising pages all the time.

THE JUICE OF THE COCOA NUT.

If there is anything that a bright, hustling newsboy cannot think of to increase business it must be a curiosity indeed. The boys of this class who have the advantage of a slight education in English are quite willing to help their less fortunate companions, and it is an everyday sight to see a group of paper boys collected in some little out-of-the-way nook where the scholar of the crowd glances over the headlines and instructs his companions in the news of the evening and explains the most catchy titles to be called out as sellers for the paper.—*New York Sun*.

TRYING to do business without advertising is as foolish as trying to kiss a girl over the telephone.—*Burba's Barbs*.

THE PLAUSIBLE RUBBER HEEL.

Take rubber heels. From a common-sense standpoint, they are one of the most useless articles ever put on the market. Since the world began, men have walked on naked heels, paper heels and leather heels, and have thrived very well on them. As many people will injure themselves this winter by falling as were recorded in any winter when rubber heels were unknown.

Yet hundreds of thousands of rubber heels will be sold this winter, and in many winters to come.

Why?

Because clever advertising in magazines, in newspapers, and in show windows has convinced a large portion of the public that the heels are good things to possess.

The demand has been created and he who is wise enough to get into the procession and shout "rubber heels" will profit by it.

He who is too stupid to do so is—not a first-class merchant.

The advertising game is the art of extracting dollars from all kinds of pocketbooks. Some people are attracted by articles they need; the majority will buy things they don't need. If the latter were not true, more than one department store would go out of business.—*Boot and Shoe Recorder*.

THE maker of umbrellas does not close his factory because the sun is shining.—*Exchange*.

Success Magazine

A Periodical of American Life

New York

QUANTITY OF CIRCULATION

	Average Monthly Edition
1899	50,000 copies
1900	159,166 "
1901	267,750 "
1902	296,250 "
1903	299,125 "
1904	306,109 "
1905	305,696 "
1906	300,602 "

A staple and reliable medium for national advertisers.

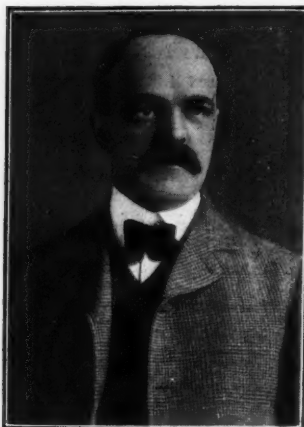
Advertisements in "*Success Magazine*" are placed next to reading where they *must* be seen and read. We take standard magazine copy.

Adeline L. Cooney

Advertising Director.

HAND, KNOX & CONE COMPANY.

In the very early days of a calling that grew out of the expansion of general advertising in newspapers, J. E. Van Doren established the special agency that for so long bore his name, but which is now known as the Hand, Knox & Cone Co. The history of the company, it is the justified



TALLMADGE S. HAND.

claim of its present officers, is a record of constant and marked development in all the elements making for efficiency and strength.

Messrs. Hand and Knox were together interviewed by a PRINTERS' INK representative. "What do you consider," he asked, "are the fundamental requisites of success in this business?"

The answer was: "First, a list of newspapers of undisputed worth as advertising mediums, located in prominent cities, well scattered, whose publishers do business in a businesslike way; second, representation both East and West, and a trained organization in all branches of the work, commanding the confidence of those with whom it deals; third, abundant financial resources."

Indicating the financial importance of this company, it is a significant fact that its total volume of business annually exceeds that

of all but comparatively few among the general agencies in this country.

That the Hand, Knox & Cone Co. have succeeded in both attracting and holding strong newspapers is indicated by their list of mediums, as follows:

Birmingham News, Buffalo Courier and Enquirer, Cincinnati Commercial Tribune, Colorado Springs Gazette, Denver Post, Detroit Free Press, Kansas City Journal, Knoxville Sentinel, Lincoln State Journal and Evening News, Mobile Register, Montgomery Journal, New Orleans Times-Democrat, Norfolk Landmark, Pittsburg Gazette Times and Chronicle Telegraph, Pueblo Chieftain, Richmond News Leader, Sacramento Bee, Salt Lake Herald, St. Paul Dispatch.

It has always been the rule of the company to take charge of the foreign advertising of their papers in both eastern and western fields; and to carefully guard against duplication of circulation among their mediums.

Promptness and accuracy also have been considered of prime importance in the relations of this agency with advertisers. In both



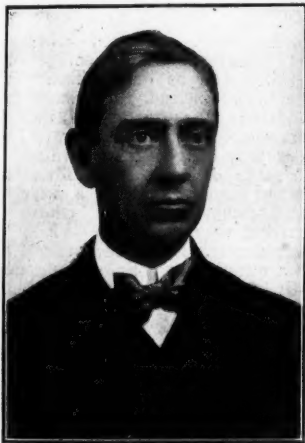
ADRIAN M. KNOX.

New York and Chicago offices a large corps of helpers has always been maintained, with the result that in checking, measurement, billing and correspondence the Hand, Knox & Cone Co. have made a reputation with agencies and direct advertisers. Likewise in the personnel and efficiency of

its managerial and soliciting forces this agency claims a place in the front rank.

Tallmadge S. Hand, president of the company, was made advertising manager of the *Forum* in 1891, and served in that capacity three years. The following two years he was engaged with the *Cosmopolitan*, in the advertising department. He then entered the newspaper field, taking a position as solicitor with the J. E. Van Doren Special Agency. In 1899 Mr. Hand, with his partners, purchased the interests of Mr. Van Doren and others, and assumed the presidency of the re-organized agency.

Adrian M. Knox, vice-president, began his newspaper experience in 1883, as office boy with the *St. Paul Pioneer Press*. For twelve years he remained with that newspaper, the last few years serving as circulation manager.



EDWARD S. CONE.

In 1895 he went to the *St. Paul Dispatch*, as business manager. The *Dispatch* was represented by the Van Doren agency, in which connection Mr. Knox and Mr. Hand became acquainted; and it was through the efforts of the latter that Mr. Knox was, in 1899, induced to associate himself with Messrs. Hand and Cone in the purchase of that institution.

Edward S. Cone, the third member of the company, has been continuously manager of the western office, in Chicago. He has had a long experience in the foreign advertising field, having been connected at various times with N. W. Ayer & Son and the J. Walter Thompson Co. It was in 1893 that he entered the employ



M. D. HUNTON.

of the Van Doren agency, and opened his Chicago office.

M. D. Hunton, treasurer of the company, is one of the best-known advertising men in the eastern field. After some newspaper experience in the West, ten years ago, he came to New York to represent a western co-operative list, but for the past seven years has been prominently connected with the Hand, Knox & Cone Co.

A CORRECTION.

Editor of PRINTERS' INK:

In the school number of PRINTERS' INK, February 16th, in an interview on school advertising in the weeklies, I am credited with being the advertising manager of the *Churchman*. This is an error.

The *Churchman's* advertising manager is Mr. W. W. Mallory.

I am an officer in the *Churchman* Company, which publishes the *Churchman*. Very truly yours,

ROLAND MALLORY.

A FOOD LAW DEVELOPMENT.

During the past winter a series of advertisements like the one reproduced here have appeared in New York dailies. Their purpose is two-fold.

In the first place, as evident in the text, they exploit a proprietary drug, called "Virgin Oil of

stittutes have been made very prominent.

The secondary purpose of the campaign is interesting.

Under the new pure food law, of course, a cough remedy containing two and a half ounces of simple ingredients suspended in eight ounces of whiskey would have to be marketed with a label stating the percentage of alcohol. In this case, such percentage would be large. "Eight ounces of whiskey" on the label would be entirely truthful and not at all alarming to the purchaser. But the law prohibits such a statement, and the percentage of alcohol, if stated, would appear so high as to probably cancel a good many sales where purchasers read a truthful label. To overcome this disadvantage in marketing, therefore, the company advertises its Oil of Pine alone, and the reader is given a formula whereby to compound the remedy himself. As a formula, it may be advertised and marketed without any statement of percentage of alcohol, and as only whiskey is mentioned instead, the remedy is divested of what might, under other circumstances, appear to be a remedy dangerous to have anything to do with. The formula is, obviously, that of a widely used cough cure, and contains nothing very injurious. Whether this concern has evaded the law is a question for others to decide—it has certainly got around what would have been, in its case, a serious drawback to a commercial proposition.

VALUABLE FORMULA.

A noted authority on diseases of the throat and lungs, who established a camp for consumptives in the Pine Woods of Maine, and whose remarkable cures there have attracted great attention from the medical world, says that his entire treatment consisted of fresh air, nourishing food and the Pure Virgin Oil of the White Pine Trees mixed with Whiskey and Glycerine, in the following proportions:

Virgin Oil of Pine (Pure) $\frac{1}{2}$ oz.

Glycerine..... 3 "

Good Whisky..... 8 "

Used in teaspoonful doses, every four hours.

It is claimed that the above mixture will heal and strengthen the lungs, break up a cold in twenty-four hours and cure any cough that is curable.

The ingredients can be secured from any good prescription drug-gist at small cost and can be easily mixed in your own home.

Inquiry at the prescription department of a leading local pharmacy elicited the information that Virgin Oil of Pine (Pure) is put up only in half-ounce vials for dispensing. Each vial is securely sealed in a round wooden case with engraved wrapper, with the name—"Virgin Oil of Pine (Pure)"—plainly printed thereon. Only the cheaper Oils are sold in bulk, but these produce nausea and never effect the desired results.

Pine," which is put up in half-ounce bottles by the Leach Chemical Company, Cincinnati. This ingredient is recommended in connection with glycerine and whiskey, in a stated formula, as a remedy for cough, colds, lung troubles, etc. Some of the advertisements lay great stress on the necessity for buying only this proprietary Oil of Pine, which is guaranteed pure under the new food law. Warnings against sub-

A SECURE LOCATION.

"It pays to advertise," said Mark Twain, at an advertisement writer's banquet.

"When I was editing the *Virginia City Enterprise*, writing copy one day and mining the next, I tried to force this truth home in many ways.

"A suspicious subscriber once wrote and said he had found a spider in his paper. Was this good or bad luck? I replied to him in our Answers to Correspondents columns as follows:


"Old Subscriber:—The finding of a spider in your copy of *The Enterprise* was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door and lead a free and undisturbed existence forever after."

Three Additions to the Star Galaxy.



Three more papers published in widely separated localities have joined the Star Galaxy up to the time PRINTERS' INK goes to press, viz., the Richmond, Indiana, *Evening Item*; Westmoreland, Kansas, *Recorder*, and Philadelphia *Record*. Sixty-two papers have now secured the Star Guarantee of Rowell's American Newspaper Directory. Reproductions of the last three certificates issued appear in another part of this issue.

After the rating of each of the Star papers in every edition of the Directory—as long as annual statements are forthcoming, without further payment—will appear the following paragraph, together with a cut of the Guarantee Star:

 The absolute correctness of the latest rating of copies printed accorded the is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The list of the Star Galaxy papers at present is as follows:

CALIFORNIA.

Oakland.....Herald.

COLORADO.

Denver.....Post.

CONNECTICUT.

Bridgeport..Morning Telegram and Union.

DISTRICT OF COLUMBIA.

Washington.....Evening Star.

GEORGIA.

Augusta.....Chronicle.

ILLINOIS.

Chicago.....Daily News.
Chicago.....Tribune.
Chicago.....Record-Herald.
Chicago.....Examiner.
Decatur.....Daily Review.
Decatur.....Herald.
Peoria.....Star.
Peoria.....Journal.

INDIANA.

Crawfordsville.....Journal.
Indianapolis.....News.
Indianapolis.....Star.
Richmond.....Evening Item.
Terre Haute.....Tribune.

IOWA.

Des Moines.....Successful Farming.
Sioux City.....Tribune.

KANSAS.

Topeka.....Capital.
Westmoreland.....Recorder.

MARYLAND.

Baltimore.....News.

MASSACHUSETTS.

Boston.....Globe
Boston.....Post.
Brockton.....Enterprise.

MICHIGAN.

Jackson.....Citizen-Press.
Jackson.....Morning Patriot.

MINNESOTA.

Minneapolis.....Journal.
Minneapolis.....Tribune.
Minneapolis.....Farm, Stock and Home.
Minneapolis.....Svenska Amerikanska
Posten.
St. Paul.....Pioneer Press.

MISSOURI.

Kansas City.....Star.

NEBRASKA.

Lincoln.....Daily Star.
Lincoln.....State Journal and
Evening News.

NEW JERSEY.

Red Bank.....Register.

NEW YORK.

Brooklyn.....Standard Union.
Buffalo.....Evening News.
Mount Vernon.....Argus.
New York City.....Printers' Ink.
Troy.....Record.

OHIO.

Akron.....Beacon Journal.

OREGON.

Portland.....Journal.

PENNSYLVANIA.

Philadelphia.....Bulletin.
Philadelphia.....Press.
Philadelphia.....Record.
Philadelphia.....Farm Journal.
Pittsburg.....Post.
West Chester.....Local News.

SOUTH CAROLINA.

Columbia.....State.

TENNESSEE.

Chattanooga.....News.
Knoxville.....Journal and Tribune.

VIRGINIA.

Richmond.....Times-Dispatch.

WASHINGTON.

Seattle.....Post-Intelligencer.
Seattle.....Times.

WISCONSIN.

Milwaukee.....Journal.
Racine.....Wisconsin Agriculturist.

CANADA.

Montreal.....Star.
Montreal.....La Presse.
Toronto.....Mail and Empire.
Victoria.....Colonist.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1905, 22,069. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1905, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1905, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.


CALIFORNIA.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1905, 2,500.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 528. Average circulation ten months beginning December, 1905, 64,500. Home Office, Flood Building.

COLORADO.

Denver. Post. Like a blanket it covers the Rocky Mountain region. Circulation—Daily 56,012, Sunday 82,597.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,268, now over 12,500. E. Katz, Sp. Agt., N. Y.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1905, 7,578.

New Haven. Evening Register, daily. Actual av. for 1905, 12,711; Sunday, 11,511.

New Haven. Palladium, dy. Aver. 1904, 7,857; 1905, 8,686. E. Katz, Special Agent, N. Y.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Union. Average 1905, 16,481. Sunday 1905, 8,659. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 5,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; now, 6,925.

Waterbury. Republican, dy. Aver. for 1905, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, 35,577 (©).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1905, 9,452. Oct. 1905, 9,407. E. Katz, Sp. Agt., N. Y.

GEORGIA.

Atlanta. Journal, dr. Av. 1905, 46,038. Sunday 47,998. Semi-weekly 56,781; aver. 1905, daily, 50,857, Sun., 57,988; semi-wk., 74,916.

ILLINOIS.

Ashley. Gazette. Circulation 1 152. Largest and only proven circulation in Washington Co.

Aurora. Daily Beacon. Daily average for 1905, 4,580; 1906, 4,554.

Champaign. News. Daily aver., 1905, 5,156; weekly, 5,460. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,017 (©).

Chicago. Breeders' Gazette, wy.; \$2.00. Aver. circ'n 11 months ending Nov. 23, 1905, 69,667.


Chicago. Dental Review, monthly Actual average for 1905, 5,702; for 1906, 4,001.

Chicago. Examiner. Average for 1905, 175,000 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (©).

Chicago. Record-Herald. Average 1905, daily 146,456, Sunday 204,559. Average 1906, daily 141,745, Sunday 211,612.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©)

Joliet. Herald evening and Sunday morning. Average for year, 1904, 6,752.

Peoria. Evening Star. Circulation guaranteed more than \$1,000.

INDIANA.

Evansville, Journal-News. Ar. for 1906, 16.-
\$39. Sundays over 15,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av.,
174,381. Now 200,000 4 times a mo. 75c. a line.

Notre Dame, The Ave Maria, Catholic weekly.
Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly.
Daily average 1906, 1,447; weekly, 2,397.

Richmond, The Evening Item, daily. Sworn
average net paid circulation for 1906, 4,584; nine
months ending Sept. 30, 1906, 4,411; for Sept.,
1906, 5,013. Over 3,400 out of 4,800 Richmond
homes are regular subscribers to the Evening
Item.

South Bend, Tribune. Sworn daily average,
Jan. 1907, 8,278. Absolutely best in South Bend.

INDIAN TERRITORY.

Muskogee, Times Democrat. 1906, average
2,881; average 1906, 3,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Ater., 1906,
8,764. "All paid in advance."

Davenport, Catholic Messenger, weekly.
Actual average for 1906, 5,314.

Davenport, Times. Daily aver. Jan. 12,658.
Circulation in City or total guaranteed greater
than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young,
publisher. Sworn average circulation for 1906,
41,751. Circulation. City and State, largest
in Iowa. More advertising of all kinds in 1906
in 312 issues than any competitor in 365 issues.
Rate five cents a line, flat.

Des Moines, Register and Leader—daily and
Sunday—carries more "Want" and local display
advertising than any other Des Moines or Iowa
paper. Average circulation for Dec., dy. 28,596.

Des Moines, Iowa State Register and Farmer,
wy. Aver. number copies printed, 1906, 52,128.

Des Moines, The People's Popular Monthly.
Actual average for 1906, 182,175.

Sioux City, Journal. Daily average for 1906
sworn, 25,705. Morning, Sunday and Evening
Editions.

Sioux City, Tribune, Evening. Net sworn
daily, average 1906, 27,170; Dec. 1906, 30,124.
You can cover Sioux City thoroughly by using
The Tribune only. It is subscribed for by prac-
tically every family that a newspaper can inter-
est. Only Iowa paper that has the Guar-
anteed Star.

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Oct.
1906, 4,500. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies
printed, 1906, daily, 3,571; weekly, 8,180.

Pittsburg, Headlight, dy. and wy. Actual
average for 1906, daily, 5,963; weekly 8,278.

KENTUCKY.

Lexington, Leader. Ar. '06, evg. 5,157. Sun.
6,795; Oct. '06, 5,316. Sp. N., 5,66. E. Katz, S. A.

Marion, Crittenden Record, weekly. Actual
average for year ending October, 1906, 1,852.

Owensboro, Inquirer. Daily av., six months
ending Jan. 1, 1907, 5,166.

Owensboro, Daily Messenger. Av. detailed
sworn circ'n quarter ending Dec. 31, 1906, 8,420.

LOUISIANA.

New Orleans, Item, official journal of the
city. Ar. cir. Jan., 1906, 24,615; for Feb., 1906,
25,419; for March, 1906, 26,069; for April, 1906,
26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub.
Actual average for 1906, 1,271,982.

Augusta, Kennebec Journal, dy. and wy.
Average daily, 1906, 7,456.

Bangor, Commercial. Average for 1906, daily
9,695; weekly 28,578.

Lewiston, Evening Journal, daily. Aver. for
1906, 7,598 (©). weekly 17,448 (©).

Phillips, Maine Woods and Woodman weekly.
J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906,
daily 12,306. Sunday Telegram, 8,041.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings
of; copies printed ar. ar. en. 17g Dec. 1906, 1,762.

Baltimore, American, daily. Average 1906,
Sun., 77,488; d'y, 67,315. No return privilege.

Baltimore, News, daily. Evening News Pub-
lishing Company. Average 1906, 69,314. For
January, 1907, 74,828.

The absolute correctness of the
latest circulation rating accorded
the News is guaranteed by the
publishers of Rowell's American
Newspaper Directory, who will
pay one hundred dollars to the
first person who successfully con-
troverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World, A leading
religious weekly. Actual average 1906, 99,491.

Boston, Evening Transcript (©). Boston's
tea table paper. Largest amount of week any day.



Boston, Globe. Average 1906, daily, 182,926.
Sunday 295,232. Largest circulation daily
of any two cent paper in the United States. Largest
circulation of any Sunday newspaper in New
England. Advertisements go in morning and
afternoon editions for one price.



Boston, Post. Average for 1906, Boston
DAILY POST, 257,848; increase of 7,421 per
day over 1905. Boston SUNDAY POST, 228,072; in-
crease of 84,158 per Sunday over 1905. First
New England paper to put in linotypes. First
New England paper to put in the autotype.
Has in its big plant the largest and most
expensive press in the world. Leads Boston
newspapers in amount of foreign business.
"The Great Franklin Table paper of New Eng-
land." Covers Boston and New England more
thoroughly than any other paper. Bulk of its
circulation delivered in homes of middle-class,
well-to do portion of community.

The absolute correctness of the latest
circulation rating accorded
the Boston Post is guaran-
teed by the publishers of
Rowell's American News-
paper Directory, who will
pay one hundred dollars to
the first person who successfully con-
troverts its accuracy.

Holyoke, Transcript, daily. Actual average
for year ending May, 1906, 7,942.

Lynn, Evening Item. Daily sworn ar. year
1906, 15,068; Jan., 1907, ar. 16,017. The Lynn
family paper. Circulation absolutely un-
approached in quantity or quality by any Lynn
paper.

Lynn, Evening News. Actual average for year
ending Dec. 31, 1906, 7,226.

Springfield, Current Events. Alone guar-
antees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. Av-
erage 1906, 209,579. No issue less than 225,000.
All advertisements guaranteed.

Worcester, Evening Gazette. Actual sworn
average for 1906, 11,401 copies daily; November,
12,560; December, 13,482. Largest evening
circulation Worcester's "Home" paper. Per-
mission given A. A. A. to examine circulation.

Worcester, Opinion Publique, daily (©).
Paid average for 1906, 4,232.

MICHIGAN.

Jackson. Citizen-Press. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. Refer to the A. A. A. No secrets. January daily average, 7,186.

Jackson. Patriot. Average Jan., 1907, 6,945; Sunday 7,694, both net paid. Verified by A. A. A. Sworn statements monthly. Examination welcomed.

Saginaw. Courier-Herald. daily. Sunday. Average 1906, 14,397; Jan., 1907, 15,049.

Saginaw. Evening News. daily. Average for 1906, 19,964; Jan., 1907, 20,807.

Tecumseh. Semi-Weekly Herald. Actual average for 1906, 1,158.

MINNESOTA.

Minneapolis. Farmers' Tribune. twice a-week. W. J. Murphy, pub. Aver. for 1906, 87,826.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal. Daily and Sunday. In 1906 average daily circulation 74,054. Daily average circulation for Jan., 1907, 75,448. Aver. Sunday circulation, Jan., 1907, 72,329.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.

by Am. Newspaper Directory.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1906, 22,542.

St. Paul. Pioneer Press. Net average circulation for January—daily 55,502, Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. P. rate 12c. per inch.

MISSOURI.

Joplin. Globe, daily. Average 1906, 15,254. E. Katz, Special Agent, N. Y.

Kansas City. Journal. Circ'n, 275,000; 206,525 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display 15c.; classified 7c. Combination Weekly and Sunday—display, 48c. Literature on request.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1906, 56,079. Smith & Thompson, Est. Reps.

St. Louis. Courier of Medicine, monthly. Actual average for 1906, 9,925.

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,000 (©). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutscher-American Farmer. weekly. Average 1906, 147,032.

Lincoln. Freie Presse, weekly. Actual average for 1906, 150,784.

Lincoln. Journal and News. Daily average 1906, 26,551.

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Daily average year ending July, 1906, 4,558.

NEW JERSEY.

Camden. Daily Courier. Actual average for year ending December 31, 1906, 9,920.

Elizabeth. Journal. Av. 1906, 5,522; 1906, 6,515; 1906, 7,547; December, 1906, 7,910.

Jersey City. Evening Journal. Average for 1906, 28,005. Last three months 1906, 28,130.

Newark. Eve. News. Net dy. av. for 1906, 68,022 copies; net dy. av. for Jan., 1907, 66,915.

Plainfield. Daily Press. Average 1906, 2,971. first 7 months, 1906, 2,963. It's the leading paper.

Trenton. Evening Times. Average 1906, 18,257; January '07, 20,278.

NEW YORK.

Albany. Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia. Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.

Buffalo. Courier, morn. Av. 1906, Sunday, 91,168; daily, 53,681; Enquirer, even., 32,683.

Buffalo. Evening News. Daily average 1906, 94,690; for 1906, 94,743.

Catskill. Recorder. 1906 average 3,945; Jan., 1907, 4,018. Best adv. medium in Hudson Valley.

Cornwall. Leader, evening. Average, 1906, 6,238; 1906, 6,520; 1906, 6,555.

Glens Falls. Times. Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

LeRoy. Gazette, est. 1836. Av. 1906, 2,250. Largest ev. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average for 1906, 2,995.

Newburgh. News daily. Av. '06, 5,477. 1,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 1906, 9,706 (©).

Automobile, weekly. Average for year ending Dec. 31, 1906, 15,312.

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,453.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1906, 44,166; for 1906, 47,760.

Chipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Ice Cream Trade Journal, mo., 150 Nassau St. Average for 1906, 2,100 copies.

Jewish Morning Journal. Average for 1906, 57,608. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1906, 5,841.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo Good Literature. 452,500 monthly. Average circulation for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,481; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 571,206. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 30,000. Guaranteed 20,000.

Schenectady. Gazette, daily. A. N. Lecty. Actual average for 1905, 18,058; 1906, 15,899.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 50,550 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica. National Electrical Contractor, mo. Average for 1906, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1906, 14,848.

NORTH CAROLINA.

Concord. Twice a-Week Times. Actual average for 1906, 2,455; 1905, 2,262.

Raleigh. News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Raleigh. Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 3,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks. Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks. Normanden. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

OHIO.

Ashtabula. American Sonomat. Finnish. Actual average for 1906, 10,766.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1906, 72,216 (31: Sunday, 85,869 (31: Jan., 1907, 69,807 daily; Sun., 88,087.

Coshocton. Age, Daily ar. 1st 6 mos. '06, 3,101; in city 10,000; factory pay-roll \$150,000 monthly.

Coshocton. Times, daily. Actual average for 1906, 2,128.

Dayton. Laborers' Journal, mo. Circulates generally in U. S. and Canada; 5c. agate line, flat rate. Av. for 1906, 12,816 copies. Sole exclusively Union Laborers' paper published.

Dayton. Religious Telescope, weekly. 20c. agate line. Average circulation 1906, 20,956.

Springfield. Farm and Fireside, over 1/4 century leading Nat. agricultural paper. Cir. 415,000.

Springfield. Woman's Home Companion. June, 1905, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown. Vindicator Dy ar. '06, 18,740; By 10,601; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville. Times-Recorder. Ar. 1906, 11,126. Guard'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1916 aver. 18,918; Jan., 1907, 17,826. E. Katz, Agent, N. Y.

OREGON.

Portland. Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland. Pacific Northwest, mo. 1905 average 18,585. Leading farm paper in State.

PENNSYLVANIA.

Erie. Times, daily. Aver. for 1906, 17,110, Dec., 1906, 17,654. E. Katz, Sp. Ag. N. Y.

Harrisburg. Telegraph. Sworn ar., 1906, 18,570. Largest paid circula'n in Hb'g, or no pay.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of January, 1907:

1	177,095	17	231,406
2	233,257	18	234,978
3	236,851	19	236,796
4	233,854	20	Sunday
5	266,516	21	238,157
6	Sunday	22	241,342
7	Sunday	23	239,004
8	241,841	24	242,916
9	237,403	25	240,810
10	236,284	26	240,736
11	234,598	27	Sunday
12	236,914	28	247,014
13	238,910	29	250,528
14	Sunday	30	251,441
15	239,141	31	250,907
16	243,303		
17	234,349		

Total for 27 days, 6,429,001 copies.
NET AVERAGE FOR JANUARY.

238,111 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. Confectioners' Journal, mo. Av. 1905, 5,170; 1906, 5,514 (60).

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that that paper, among all those "published in the United States,"

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for commercial advertising." "Unlike any other paper."

Philadelphia. German Daily Gazette. Aver. circulation, 1905, daily 51,500; Sunday 44,468, sworn statement. Circulation books open.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,560.

Seranton. Truth. Sworn circulation for 1906, 14,125 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1906, 15,297. In its 54th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. Dispatch and Daily News for 1906, 17,769.





Williamstown Grit. America's Greatest Family Newspaper. Average 1906, 230,180. Smith & Thompson, Repr., New York and Chicago.

RHODE ISLAND.

Pawtucket Evening Times. Aver. circulation for 1906, 17,115 (approx.).

Providence. Daily Journal. 17,622 (©). Sunday, 20,535 (©). Evening Bulletin 27,728 average 1906. Providence Journal Co., pubs.

Providence. Real Estate Register; finance, bld'g etc., 2,528; sub's pay 24% of total city tax.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1906, 4,474. December, 1906, 4,756.

Columbia. State. Actual average for 1906, daily 1,327 copies;

semi-weekly, 2,625; Sunday (©). 1906, 12,224.

Spartanburg. Herald. Actual daily average for 1906, 2,180. December, 1906, 2,250.

TENNESSEE.

Chattanooga. News. Aver. 3 mos. ending Dec. 31, 1906, 14,707.

Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247.

One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Daily av. for Dec., 1906, 12,002. Leads all Tennessee newspapers in amount of advertising carried during year 1906.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1906, daily 24,927; Sunday 58,226; weekly, 50,535. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis. Times. Sunday. Circulation year ending December, 1906, 2,940.

Nashville. Banner, daily. Aver. for year 1906, 8,772; for 1904, 20,706; for 1905, 20,327.

TEXAS.

Beaumont. Texas Enterprise. Average 1906, 3,437; present output over 10,000 guaranteed.

El Paso. Herald. Av. Dec. '06, 6,888; Merchants' canvass showed Herald in 80% of El Paso homes. J. P. Smart, act., N. Y.

VERMONT.

Barre. Times. Daily. F. E. Langley. Aver. 1906, 3,527; 1906, 4,112.

Burlington. Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Montpelier. Argus. Actual daily average 1906, 3,280.

Rutland. Herald. Average 1904, 3,527. Average 1906, 4,286.

St. Albans. Messenger. daily. Actual average for 1906, 3,051. Jan. 1906 to Sept., 1906, 3,518.

VIRGINIA.

Danville. The Bee. Av. 1906, 3,567. December, 1906, 3,479. Largest circ'n. Only ev'g paper.

Richmond. News Leader. Sworn dy. av. 1906, 28,117. Largest in Virginia and Carolinas.

Winchester. Evg. Star covers the richest section of the Shenandoah Valley. Av. circ. 3,158.

WASHINGTON.

Seattle. Post-Intelligencer (©). Average for Jan., 1907, net—Sunday, 28,315; Daily, 29,306; week day, 27,964. Only ming paper in Seattle; only guaranteed Gold Mark circulation in Washington. FULL PAID, of superior value and greatest BUYING POWER.

Tacoma. Ledger. Average first six months 1906, daily, 15,878; Sunday 21,111; w. 9,642.

Tacoma. News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor pub. Average for 1906, 2,442.

Ronceverte. W. Va. News, w. Wm. B. Blake & Son, pubs. Aver. 1906, 2,220.

WISCONSIN.

Janesville. Gazette. d'y and s-w'y. Circ'n—average 1906, daily 3,511; semi-weekly 2,685.

Madison. State Journal, dy. Circulation average 1906, 3,432. Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. Av. 1906, 26,648; average 1906, 28,430 (©).

Milwaukee. The Journal, ev'g. Average 1906, 44,503; Dec., 1906, 46,157. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. Average for 1906, 8,099.

THE WISCONSIN AGRICULTURIST

Racine. Wis., Est. 1877, w'y. Actual average for 1906, 41,748; average for 1906, 42,449. Larger circulation in Wisconsin than any other paper. Adr. \$2.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. Average 1906, 1,610. Only paper with telegraphic service.

WYOMING.

Cheyenne. Tribune. Actual daily average for 1906, 5,126; semi-weekly, 3,498.

BRITISH COLUMBIA.

Vancouver. Province, daily. Average for 1906, 10,161; Jan., 1907, 12,441. H. DeClerque, U. S. Repr., Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1906, 4,592; Jan., 1907, 4,986. U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg. Free Press, daily and weekly. Average for 1906, daily, 24,559; daily Jan., 1907, 26,868; w. av. for mo. of Jan., 25,100.

Winnipeg. Der Nordwestern. Canada's German newspaper. Av. 1906, 16,127. Rates 56c. inch.

Winnipeg. Telegram. Daily aver. December, 21,787. Weekly average, 20,000. Flat rate.

NOVA SCOTIA, CAN.

Halifax. Herald (©) and Evening Mail. Circulation, 1906, 15,558. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Impiment and Vehicle Trade, monthly. Average for 1906, 6,028.

Toronto. Canadian Motor, monthly. Average circulation for 1906, 4,540.

Toronto. The News. Sworn daily circulation for the month of January, 1907, 39,962. Advertising rate 56c. per inch, flat.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily 96,771; 1906, 100,087; weekly, 49,992.

Montreal. Star, dy & w'y. Graham & Co. Av. for 1904, dy, 54,792; w'y, 125,240. Av. for 1904, dy, 58,125; w'y, 126,597.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905. Daily 58,590 (◎◎). Sunday 48,731. Wp, 04, 107, 925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1905 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more classified ads than all others in its line.

THE INLAND PRINTER. Chicago. (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Daily city sales over 700,000.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—The leading paper in the engineering world.—Herald, Syracuse

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other standard magazine, wy. or mo.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

In 1906, average issue, 30,791 (◎◎). D. T. MAILLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, 100,348; The Sunday Press, 137,563.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HARTFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver POST, Sunday edition, February 10, 1907, contained 5,499 different classified ads, a total of 119.3 columns. The POST is the Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD: old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,330, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

912 1/3 COLUMNS—239,635 LINES—of Want Advertising GAINED by the INDIANAPOLIS STAR during the last six and a half months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 13,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 73,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 44,737 paid "want" ads. There was a gain of 17,350 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.



30 WORDS, 5 days, 25 cents DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Want ads and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in January, 123,710 lines. Individual advertisements, 18,345.

CIRCULATN



by Am. Newspaper Directory

THE MINNEAPOLIS TRIBUNE the oldest Minneapolis ad has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of 10 pages a day); no free advertising covers both morning and evening issues. Rate, 10 cents a line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1906), 10,778; Sunday, 14,007.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1906, 27,092, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 5 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL. Eastern N. Y. best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation. is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading want ad medium for want ad mediums. mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adverting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN INDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 17,826. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

GENERAL ADVERTISER.

Philadelphia has a German population of over 350,000 (U. S. Census, 1900).

The **GERMAN DAILY GAZETTE** covers this field thoroughly.

Sworn circulation, daily,

51,508.

Sworn circulation, Sunday,

44,465.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (C), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 25c.

THE Columbia STATE (C) carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,067. Saturdays 117,000—sworn to.) Carries more want ads than any French newspaper in the world

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

AN ENGLISH COUPON SCHEME.

The newest thing in coupon schemes to be tried on the long-suffering British public will go into effect with the beginning of the new year. It is a co-operative arrangement by twenty-five manufacturing concerns whose wares do not compete with each other. Associated with them is the publishing house of Edward Lloyd, who owns *Lloyd's Weekly News*, the *Daily Chronicle* and the *Reader* of London.

Each of the twenty-five manufacturers takes space on one side of an alphabetically-indexed circular. The other side is devoted to a printed explanation of the scheme.

The circulars are enclosed with the goods of the various firms and it is said that prizes aggregating £5,000 will be paid to persons sending in the greatest number of complete sets of circulars. The Lloyds publish in their papers a coupon which is to be cut out and sent in lieu of the circular.—*Fourth Estate*.

LARGE VALUE; MODEST PRICE.

SWARTHMORE, Pa., Feb. 19, 1907.
Editor of PRINTERS' INK:

I trust you will not try to collect from me a bill covering "value received" from reading the issue of PRINTERS' INK which you have recently sent me. I refer, of course, to the issue which deals particularly with school advertising. Certain questions on which I have for some time been unable to arrive at a definite conclusion, have been brought to a satisfactory settlement in my mind through reading the articles found in that number. This does not mean that I always agreed with the writers, but that the presentations of the various subjects were such as to clear them in my mind. Please put me on your regular mailing list and send bill. Thanking you most heartily for your courtesy in sending me the copy, I am,

Very sincerely yours,

A. H. TOMLINSON,

Swarthmore Preparatory School.

MAKING AN AD OF THE KAISER.

It is hard to believe that the German Emperor has really interested himself in the old squabble of two wine agents as to what brand of champagne should be used for advertising purposes at the launching of a yacht in the United States, and yet the cable dispatches gravely announce that the Ambassador from this country has fallen into serious disfavor with the Kaiser because he presented at Court a man who was somehow connected with an episode which over here was regarded as important only by those whose wine was and was not used.

To be sure it was the emperor's own yacht over which the rival agents squabbled, and it was a French champagne that took the place of the German one that somehow got lost in the course of the proceedings of that remote day, but—oh, well, if the Kaiser is interested he is, and it wouldn't be like him to pretend that he wasn't when he was. Somebody should tell him, though that his rage now is a much better advertisement for the hated rival than was the original substitution.—*New York Times*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, February 27, 1907

Good nature in a merchant or his clerk is an inestimable asset. The opposite will destroy the value of much advertising.

SUCCESS: A constant sense of discontent, broken by brief periods of satisfaction on doing some special good piece of work.—
Elbert Hubbard.

AN advertisement may be good even if it is very long. But a diffuse, circumlocutory story, that does nothing but fill space, will repel the reader of it and dismiss possible patrons.

AN excellent almanac and handbook, issued by the *Courier-News*, Plainfield, N. J., covers the social, religious, political, athletic and other activities of its locality in a very comprehensive fashion, making a 96-page book that will not only be preserved by readers of the paper, but also one that could easily be used to demonstrate Plainfield's importance to a national advertiser.

If you excite curiosity in your advertising, have something to warrant the liberty you take in doing it.

No MAXIM has ever been more persistently misunderstood than Barnum's saying that "the American people love to be humbugged." Barnum did not mean absolutely cheated. What he discovered was that they liked a little mysterious fooling, when what they got all around was the ticket's full money's worth.

To Advertise Homes.

Arrangements have been made to show various types of suburban homes at the Homebuilders' Exhibition to be held in the Grand Central Palace, New York, in May. The "Home Magical" will be a modern dwelling equipped with all the latest electrical housekeeping devices. Adjoining this will be the "Home Beautiful," showing every luxury and convenience that money can secure. Taking place just before the advent of warm weather, the "Cottage-by-the-Sea," showing the comforts destined for the summer resident, will attract no little attention. About the "Home Economical" is where the interest is going to center. No effort will be spared to make this exhibit exemplify economy with a degree of comfort and convenience that will make the most methodical of modern housekeepers gape in amazement. Here the builder and the home site developer will have plans and figures showing for how little and how easily a home may be secured. Articles that in any way pertain to the home; to getting the home and to getting to the home will be shown. Transit lines will show the facilities for reaching the various places, third-rail and overhead systems, elevated and tunnel routes. A great contour map that will be 150 feet long will occupy the center of the hall. It will show Long Island and the adjacent shores, indicate the "lay-of-the-land," the situation of the various properties, the railway lines, the trolleys, the ferries, and the tunnel and bridge connections all in exact reproduction.

N. W. AYER & SON are renewing the Karo Corn Syrup advertising.

GEO. B. VAN CLEVE is sending out copy for the Force of Life, Syracuse.

N. W. AYER & SON are sending out copy for the American Express Company.

FRANK PRESBREY is mailing contracts for the advertising of the C. B. corsets.

THE Allen Advertising Agency is placing in State dailies the advertising for Choate & Prentice, bankers.

THE La Crosse, Wis., *Tribune* and the Hannibal, Mo., *Courier-Post* have been added to the list of the Lee Newspaper Syndicate.

H. C. FAULKNER, special agent, New York City, has been appointed northern representative of Mobile, Ala., *Herald*.

ON February 14 the Indianapolis *Star* printed in excess of 100,000 copies. The increase in circulation has been gradual, and was secured without premiums of any sort.

A TIMELY advertised offering for Lincoln's birthday was made by the A. D. Matthews' Sons store, in Brooklyn. On that day cotton handkerchiefs printed with the Constitution of the United States were sold for five cents.

Rankin Goes Higher. William H. Rankin, advertising manager of the *Home Magazine*, has been put in charge, also, of the *Reader*, the other Bobbs-Merrill magazine. The advertising organization will be continued although a closer working arrangement will be carried out. For March the *Home Magazine* carries three times as much advertising as in March, 1906, and the *Reader* has doubled the amount in the same period.

IN the reorganization of *Success's* advertising department, Frederic L. Colver has placed the Chicago office in charge of Robert G. Gould, for five years the western representative of Doubleday, Page & Co. Mr. Gould's place is to be taken by Russell Doubleday, brother of Frank N. Doubleday. Russell Doubleday was formerly on the advertising staff of the *Forum*, resigning to go with his brother when the latter formed the present firm. He has been active in building up the company's magazines, and will take charge of the western interests of the Doubleday, Page & Co. book department in addition to those of the magazines.

Ralph Tilton Dead.

After a week's sickness from pneumonia, Ralph Tilton died at his home, 738 West End Avenue, New York, on February 16. Mr. Tilton was one of the foremost figures in advertising affairs, and had few peers as a copy man. The only son of Theodore Tilton, he began business life with a nine-year service at the Carson, Pirie, Scott & Co. store, Chicago, as buyer and advertising manager. There he started one of the earliest department store mail-order sections. From Chicago he went to the Curtis Publishing Co., Philadelphia, in advertising and editorial capacities, and then to the Century Dictionary. After a short period as advertising manager of "Force" he became associated with the Butterick publications, rising to the post of advertising director and editor. A year ago this connection terminated, and since that time Mr. Tilton had worked with Street & Finney, handling the campaign of the Gillette safety razor, and also the advertising for the Century Dictionary under the *Cosmopolitan's* management. Mr. Tilton's father is still living in Paris, past seventy. He leaves a wife, a nine-year-old daughter and two sisters. Funeral services were held February 18 at the "Little Church Around the Corner."

J. WALTER THOMPSON, Chicago, will handle the Pabst brewing business in the future.

THE Dorland Agency, Atlantic City, has secured the account of the Darracq Motor Car Company.

Atlantis, the Greek daily published in New York, has issued an English-Greek and Greek-English dictionary of over 500 pages, which is being used to increase the size of the subscription list.

WORK has started on a fifteen-story annex to the New York *World's* building, to stand in the rear of the main structure on Park Row. Large alterations will be made in the latter to bring the two in harmony and give better facilities.



The Oakland, California, *Herald* issued, on February 2, a special edition commemorating the half century achievement of that city. The issue contained 110 pages and was the largest paper ever issued in that city. To the regular circulation of 26,000 copies were added over 100,000 additional.

Calendar Points.

Two interesting variations in calendar advertising are called forth by the Little Schoolmaster's recent article on this subject. The Frank M. Acton Co., printers, Philadelphia, mailed eleven folders, the last with a detachable card upon which request for a calendar could be made. The calendars mailed were mounted on a stiff card, and in the latter were two pockets, filled with mailing cards upon which a request for a solicitor to figure on work could be sent with little writing. The circular department of the American Book Company, New York, sends out yearly 200,000 educational calendars to school teachers, on the back of the leaves for each month being valuable national and educational statistics.

THE Philadelphia *Bulletin* observed Lincoln's Birthday by sending out a card-board folder, containing an embossed design, with a portrait of Lincoln, and also a detailed statement of the *Bulletin's* circulation for January. The figures show an average of 238,111, and would have passed the 240,000 mark but for the small sales on the first day of the year.

Chicago Agency Assigns. After several changes of name the Painter-Tobey-Jones advertising agency, Chicago, has gone into the hands of a receiver. Says the *Commercial Union*:

The agency was formerly operated by S. C. Painter, C. Harry Tobey and W. M. Jones, as principal stockholders. About a year ago Messrs. Painter and Jones disposed of their common stock in the company to C. H. Tobey, C. H. M. Tobey and Frank H. Tobey but retained the preferred stock held by them and retired from the agency which formerly bore their names.

The business was continued by the Messrs. Tobey under the former name until November last, when it was decided that a new corporation be formed under the name of the Tobey Advertising Agency, the indebtedness of the Painter-Tobey-Jones Company to be liquidated and the business closed.

Messrs. Painter and Jones, however, as holders of preferred stock, were not satisfied with the arrangement made by the directors of the company and announced to Mr. C. H. Tobey their dissatisfaction, with an intimation that they would place a receiver in charge to protect their interests.

Mr. Tobey thereupon, as a director and officer of the Painter-Tobey-Jones Company, made a voluntary assignment of the business to Walter A. Frost, with assets scheduled at \$50,000 and liabilities at \$20,000, the assignee furnishing bonds to the amount of \$80,000.

A bill for receiver and injunction was recently filed by Charles S. Painter, his wife, and Edna J. Tobey, stockholders in the Painter-Tobey-Jones Company, and Edwin C. Day was appointed as such by Judge Dupuy. In consequence of the injunction proceedings the Tobey Advertising Agency has secured new quarters, taking the entire ninth floor of the building at 356 Dearborn street, the former address of both companies, which it is proceeding to furnish and where it will be located.

While there is no charge of insolvency and which the schedule of assets and liabilities would show was correct, as well as the fact that the preferred stock has paid a nice dividend, there are creditors who are becoming anxious over the muddled state of affairs and threaten legal proceedings to protect their interests.

WHEN John R. McLean acquired an interest in the ownership of the Washington, D. C., *Post*, one of the editors prophesied that in three months the Wilkins family would sink out of sight, so far as exercising any influence on the control. Later the same man was heard to assert that his error consisted in allowing too much time. It came about, he said, in less than three days.

THE Richmond, Va., *News-Leader* numbers its pages not by figures but by spelling out the words. It impresses one as novel and not a bad idea. It would be hard to find another American city of a hundred thousand people whose newspaper field is so adequately filled as is that of Richmond, with its respectable and excellent *Times-Dispatch* in the morning and its lower-priced but in no way inferior evening competitor the *News-Leader*. The younger *Evening Journal*, established in 1905, is also a paper deserving of commendation.

The Jamestown The great Jamestown Exhibition which opens in May, and to which the U. S. Government has loaned \$1,000,000, is not to be held at Jamestown, which is practically no town at all, but fifty miles away at a point on Hampton Roads, where the James River unites with Chesapeake Bay and forms one of the grandest harbors in the world. Here during the civil war was fought the first battle of iron-clads, when the little Monitor discomforted the triumphant Merrimac. And here will ride, next summer, representatives of the navies of the world, forming, we are told one of, maybe, the very grandest exhibit of war vessels that has ever been made. Fortress Monroe, partially commands the entrance of Chesapeake Bay, by which ships must approach Washington and Baltimore; close by is Hampton, where the co-education of negro and Indian boys and girls proceeds at the institute, founded forty years ago

by General Armstrong. Westward, maybe ten miles away, is Newport News, the terminus of the Chesapeake and Ohio Railroad, a prosperous city of 20,000 people whose exports already exceed \$20,000,000 a year. Thirty years ago its site was nothing but farm lands. As far to the south lies Norfolk with 50,000 people and Portsmouth close by with 15,000 more, being to Norfolk something like what Brooklyn is to New York City; and Allegheny to Pittsburg. These several places in close proximity form the greatest aggregation of population to be found at any point on the Atlantic or Gulf Coast line between the Hudson and the Rio Grande del Norte.

Norfolk is the journalistic source of supply for the people of this region, and issues four daily papers to meet the demand, viz.: *Virginian-Pilot* and *Lanark* every morning and *Dispatch* and *Public Ledger* every evening. The last named is the only one that refrains from making known the amount of its daily issue. The two morning papers pursue a policy common in the southern States, and wholly unknown in the northern, of getting out a paper every Sunday and issuing none at all on Monday.

THE Pacific Coast Advertising Men's Association held its winter convention at Spokane, January 26th and 27th. Delegates were present from California, Washington, Oregon, Montana, Idaho and British Columbia. The following officers were elected: President, R. M. Hall, Portland, Ore.; secretary and treasurer, L. R. Mertz, Los Angeles, Cal.; vice-president for Oregon, W. J. Hofman; vice-president for Washington, Alexander Green; vice-president for Idaho, J. Rohrabacher; vice-president for California, H. P. Stabler; vice-president for Montana, Robert Haydn; vice-president for British Columbia, Herbert Cuthbert. The delegates were banqueted by the *Spokesman-Review* at the Spokane Hotel one evening and by the *Spokane Chronicle* another evening.

SPHINX CLUB PROCEEDINGS.

The eighty-fourth dinner of the Sphinx Club was held at the Waldorf-Astoria Hotel on the evening of February 12. President Gibson occupied the chair. The topic for discussion was, "Should the Publishers discontinue Advertising Agents' Commissions."

J. A. Richards was the first speaker of the evening. He said:

If, in considering this question, each man, whatever his relation to it, thinks of it with reference to the ultimate good of the business of advertising, he may reach a different conclusion than if he views it simply with reference to his own selfish interests at the moment. Perhaps you may find, in the conclusions which I shall offer you, that I have come along the way of self interest more than I should have done, and if so, you will readily recognize that there has no temptation taken me except that which is common to man. At the same time, I may fairly say that it has been my study for a long time to consider my relation to my profession in the light of its greatest utility, as I believe all right-minded advertising men are doing, because in this way they hope to deserve that financial reward which they reap, while in the meantime conscious of having benefited, to the greatest extent, those whom they have attempted to serve.

But considering the question as a present and a future one, let us see what the past has brought us. The advertising agent is the center of the discussion to-night, as I take it. No, this is not so—the advertiser must have his circle of interests carefully guarded, for he is after all the ultimate payer of bills; again the periodical has its rights in the discussion. But superficially at least, the awarding of the subject to us three advertising agents, who have been selected to open the discussion, renders the attitude of the advertising agency of apparent chief importance.

The advertising agency began by representing the publication.

In the early days when our Brother Rowell and a few other men, no longer living, announced themselves as advertising agents, the newspapers very properly looked to these few-and-far-between agents as their representatives; and faithfully did they represent them, no doubt, and there was then no question as to who was benefited by the agent's work. It was in this way that advertising agencies grew and multiplied until questions began to arise, because of the growing number of mediums, about the relative value of this periodical for that class of advertising; and then the rate charged by the papers became a factor in the question, and soon it was recognized that the way in which an advertiser talked to the constituency he addressed in newspaper or magazine (for the magazines had taken to sharing the advertiser's

appropriation by this time)—it was recognized, I say, that the matter an advertiser used was something of very great importance; also the method of his approach in head line, illustration and all that sort of thing.

This soon developed the advertising writer. Yes, there was one, the father of us all, and so well known is he that I need not even mention his name. There followed a few others of us for a while and then a mighty uprising among the tribes of young college men, and the bright idea individual and the smart aleck from anywhere, and finally that rich vintage of advertising school graduates.

Pretty soon the advertising agencies became impressed with the fact that all this—copy, matter, medium and method—were subjects that they ought to grapple with, and then they began to think of serving the advertiser, and that idea grew and we agents had to become janus-like individuals, with faces both ways. And then some of us said, "No, we won't do that, it's too hazardous and it isn't good business. We'll choose between our two masters," and having good scriptural authority for the statement that a man cannot serve God and mammon, some of us came clearly to the determination to devote our services to the advertiser exclusively, forgetting that we received commissions from the newspapers or magazines. "Forgetting?" Oh, no, we never could and never did forget, and for very good reasons; the periodicals never permitted us to forget and we don't blame them either for keeping our attention turned that way every once in a while.

Now let us start back at the beginning of things with the newspaper.

At first, it had no advertising manager, simply a publisher, but competition among the different periodicals that presented themselves for the favor of the advertisers suggested that an advertising manager be appointed for each periodical and that he keep his eye on the field. At first he was office man, outside man, letter writer, circular producer and everything else combined. This didn't last long, for every medium got keenly after the advertising appropriation of every advertiser it thought at all possible, and the advertising manager employed an assistant, an outside man, and then another and another; branch offices of the different periodicals were established in the different cities, and where that was not profitable the special agent came along and acted as the representative of a group of periodicals, and thus a network of special solicitation in behalf of every worthy medium in the country was instituted, which system we have to-day. And with all this the periodical still looked upon the advertising agent as its agent, although it has come to admit that in reality he must be the servant of the advertiser. And this brings the newspaper side of the situation down to date as well as that of the advertising agency.

Now about the advertiser—how did he start?

He began courageously writing his own copy, putting his cards in the paper, either direct or through the advertising agent. He saw the development

of the printing art, the growth of the opportunity for imparting intelligent information concerning his goods; he broad-mindedly sought all the help he could get; he called in an advertising agent and asked him a lot of questions and gave him a lot of work and incidentally asked him how much of the newspaper's commissions—but stop, we'll draw the veil just here for the present, for this chapter was never creditable either to advertising agent, newspaper or advertiser, and all had a hand in it. But with all the blundering and all the fault-finding and all the meanness which poor human nature continually indulges in, the great business of advertising proceeded, progressed, developed, succeeded and established itself far beyond the expectations of those who looked at it twenty years ago. To-day I believe that advertising is destined to become the most economical and satisfactory means of distribution of goods or service that can be found, and while I am glad to announce myself the veriest optimist concerning the future of the profession, I came here to-night to answer the question proposed for discussion with A POSITIVE YES.

I believe that it is to the best interests of advertiser, periodical and agent that the publisher should discontinue giving the agent's commission. I will discuss the question for a few moments from three view points—financial, professional and moral.

First then, if you please, how will the advertiser benefit by the withdrawal of commissions? Why, when the discount shall have been withdrawn, the periodical in each case can afford to make a corresponding decrease in price to the advertiser. In other words, the withdrawal of commissions should be followed immediately by a reduction of rates. This would encourage the advertiser and make it entirely optional with him whether he should employ an agent's services or establish his own advertising department and employ his own advertising help and snap his fingers at the agency. So, my friends, I want to look this question squarely in the face; the advertiser's financial interests on the one hand and the newspaper's financial interests on the other ought to determine this matter very largely, and I am not enough concerned in the financial interests of the advertising agent at the present moment to give much consideration to the question of his ultimate life and prosperity.

No, I don't forget that at the present time he is placing ninety per cent, perhaps, of the general advertising which reaches the different mediums of the country, but I do want to have the anomalous condition stopped which now makes many an advertiser place his business with an agent for the sole reason of getting a reduction in commissions. I think there would be no dispute that if the commissions were withdrawn from the advertising agent and the rate of the periodicals decreased—as it well might be in proportion—that the advertiser at least would not suffer financially. And if the response be made that if he were tempted to do without the valued aid of the agent he might suffer far more than

under the old system, I reply, he need not forsake the agent and it is the agent's business to see that he doesn't, and if he does forsake him for a time he'll return with a greater zest after a while.

To discuss the question of the financial well-being of the periodicals if the commissions were withdrawn seems scarcely necessary. Certainly, their well organized system of canvass, their solicitors, special agents, special and general advertising, gives them opportunity for securing all they ought to have without the advertising agency system specially working for them; and if not, let them get more men or devise other means; for surely under the plan proposed their rates will not be cut unless they cut them.

Will they tell us they need the advertising agents in their employ?

I don't believe they will, unless the agent stands up with clenched fists and says, "Here, don't you dare go back on us; we'll cut you off of so-and-so's list if you do."

Will the advertiser appeal to the paper for the continuance of the present system? Only so far as he is interested in getting a slice of that present commission which he couldn't get in any other way—and as big a slice as possible. On the other hand, hasn't he, the advertiser, been found over and over again running around to the back door of the paper, saying, we want to cut out the agent; you give us the agent's commission and we'll give you a contract. And would he not get all the agent's commission if the plan we suggest was adopted and a reduced price made by reason of the withdrawal of commissions?

How is the magazine or newspaper advantaged by all this juggling of its rates, which the commission makes possible? "But," say some advertising agents, "we give the customer all the commissions now and charge him an agreed upon percentage for our services." Well, this practically solves the question as far as such agents are concerned, and yet it is not very reputable from the standpoint of the periodicals. Why let others give away that which you could give away yourself, Mr. Newspaper Man? Why lose all credit of making a low rate and get all the discredit of having your rates monkeyed with?

The anomalous position of the periodical is often seen under the present régime. In the first place, it has an elaborate system of covering the country to get all the business possible, solicitors, special agents, letter writing and advertising generally. A customer looms up on the horizon and the periodical gets after him, gets him interested. After a while the customer refers him to an agent who is supposed to be working in the interest of the periodical, inasmuch as he receives commissions on other business placed in the periodical; but lo, and behold, Mr. Agent is antagonistic; the publisher has to put up a fight and if the issue be against him certainly he is not happy, and justly or unjustly thinks the agent hasn't played him fair. Now, this would all be done away with if it were thoroughly recognized that the professional agent had but one

master and didn't need to consider the paper at all except in the light of his client's best interest. It seems to me that the paper itself would far more certainly get its deserts at the hands of the customer and agent if there were but two parties to the contract, the advertiser and his agent, as counsel on the one side, and the periodical on the other. Yes, I emphasized the personal pronoun intentionally for under the proposed plan the agent would be his (the customer's) agent.

But now, financially considered, how will the agent fare?

My answer is he will fare as best he can, and that's the way he ought to fare. He will sell his services to the advertiser who wants skill and experience for what his skill and experience are able to command, and knowing fully who his master is—his client, patron, customer, or whatever—he will set to work to make his skill and experience net this customer the largest possible returns and so continue his services on a scale commensurate therewith.

But this question of the agent's financial reward brings us to the professional side of the whole discussion and when we say professional we mean the advertising agent as a professional man.

Gentlemen, the man who has been, through a series of years, a practical student of applied advertising, who has handled appropriations, who has fought with the financial beasts of the business at Ephesus, or at New York, who has studied a hundred and one different businesses with the view of marketing the goods to be sold through advertising, who has met manufacturer, merchant, publisher, advertising solicitor and special agent, and studied the whole bunch—the man who has thus put in a series of years and done so conscientiously, earnestly and with some measure of success—that man is entitled to be enrolled in the learned profession of advertising and to be accorded all the privileges, opportunities and emoluments which such work and such enrollment should give him. What does he want but a chance to make himself useful to more manufacturers and more merchants in the sale of their excellent goods? What does he want but the opportunity to put his own price upon his own labor and his own services? What is he looking for but the chance to be a professional man in the highest sense of that word and with all its possibilities for rewards of many kinds?

Time and again I have seen men of our guild in a single day and by a single stroke make a suggestion which has been the foundation of the fortune of their clients, and while I know how difficult it is to charge for such intangible service, yet I verily believe that the large fees paid eminent lawyers are extravagant and well-nigh unreasonable when the service rendered is compared with work done by an advertising agent, for which nothing at all could be charged because the service was considered a part of what was coming to the customer in return for the commission allowed by the paper, and even sometimes but a part of that commission. Nay, nay, gentlemen, you

let the professional advertising man come out from behind the protection which he has fondly thought the agent's commission afforded him—let him come out, I say, and stand in the open and make a just charge for professional services and he'll prosper or starve, and in either case he'll have the logic of the situation with him and he'll know why he made this charge and why that one, and he will make all he ought to make, and, if he be of the starving kind, it will be because he has not been rendering an adequate service and for the first time finds it out.

Too many times I have heard the complaint, "Oh, the advertising agency service is a fake." If commissions were withdrawn we would hear much less of this for the agent would get busy and make good. I assure you I do not forget that a new régime would make heart-breaking readjustments certain, but with reference to them I am looking through what seems to me temporary hardships, to the ultimate good of a business already enormous, even somewhat unwieldy and needing for its continued prosperity the most logical and far-sighted policy.

I desire for my friends, and for my enemies, too, if I have any in the business, a fair and free field to exploit their professional services to the advertiser; to take whatever level of honor or of financial reward their services entitle them to in the same way as lawyers, doctors and other professional men do; and if it be objected that there is a phase of the business different from that of the learned professions I have mentioned, in that the advertising agent is responsible for the account of the advertiser to the periodical, I would say that I will forego that privilege, or if I assume it, will simply ask a brokerage for so doing. But I confess that it is not a pleasure to me (and perhaps I speak for some others in the profession) to receive letters from the advertising departments of the different periodicals, telling me that I ought not make less than fifteen per cent on my business; that I cannot live and do business for less and therefore they have magnanimously concluded to allow me this fifteen per cent commission, provided I won't cut their rates to my customer. This seems to be a little too much like cracking a whip over our heads and setting a price for our services, perhaps far beneath what we think they are worth, and it may be, far more than they are worth, on the other hand.

But there is no hope of putting the advertising business in the category of the professions where it belongs, while the strong mercantile element of commissions from the periodicals is retained. The law would not continue to occupy its high place if the important cases went to the men who took them on contingent fees. When we want a lawyer for something important we don't go to the contingent fee kind, and the advertiser will esteem more highly the professional services of his advertising agent when he ceases to receive commissions from the seller of space.

One very certain effect of the change, if it were made, would be that

men who receive recognition as advertising agents solely because they have made arrangements with two or three advertisers to divide commissions and so receive a moderate salary from the combined account, would have to find some other way of earning a living, and this would be to their advantage as well as to the advantage of the profession; for, when a newspaper on the one hand and an advertiser on the other looks upon him as a mere mechanical go-between he should not be dignified with the title of advertising agent, if that means anything professional whatever.

The "system" of agent's commissions is not a system at all and the confusion it makes is one of the gravest practical objections to it. If all periodicals allowed all properly credited agents a uniform commission and never extended the privilege to customers, much annoyance and embarrassment would be saved. As it is, an agent serving a customer has in one case an unjustly large commission which he pockets with a blush, in another case a moderate commission, which seems equitable to everybody, while still another periodical may actually sell space cheaper to the customer than to the agent. This does not help in the consideration of periodicals, on their merits.

It is said that the agent creates business for the periodical and therefore he should receive compensation from it. I contend that the agent creates business for himself. If he digs out any nugget of new business from the mass and shapes it, it is in his own, and in the advertiser's interests and he will get from the advertiser the pay for his work, inasmuch as he, the advertiser, if he has enough confidence in the agent to act upon his plans, won't be able because of lack of experience, to get along without him and will be glad to pay him what he is worth.

Again, the absurdity of this claim for commissions is apparent when it is carried out to its final analysis. If the advertiser who began, we might say, in the magazines, should start doing business with the newspapers, no matter whether or not he places his account direct with the latter class of periodicals, the agent might go to the newspaper publisher and say, "I am entitled to commissions on this; I dug this man out, started him, created his business."

And now, there is a moral side to these questions and to this I call your attention for a few moments in conclusion. What right has a newspaper or periodical to pay me for services which I do not render, and how am I to resist constantly the temptation to favor this, that or the other periodical that pays me a little more commissions than another? Does the publisher say in reply, "You guarantee the account," I answer, "It isn't worth the commission paid; if the guarantee is all you want, make me a broker. If I don't wish to be one, give your five per cent for cash to the advertiser, and let it stop there."

On the other hand, what right has the customer to say to me, "What portion of the agent's commission will

you allow me?" And if I say I will give him all, am I doing justice to the newspaper in that way? Am I not practically cutting the newspaper's rate?

Or again, how am I likely to hold an even balance of mind and judgment when so many conflicting elements enter into the question? Haven't the newspapers and magazines sufficiently confident representatives to take care of their interests, and would I not be a better buyer of space for my client, or customer, if I could sail into the newspapers and do my level best to get what financial advantage I could from them, understanding that it wasn't a commission account to me, but a rate which either the size or the quality of the contract demanded?

And who among us advertising agents is placed entirely above suspicion when we advocate this, that or the other course, in view of the conflicting interests? We are supposed to serve our customers, the newspapers and ourselves. It is bad enough to have to honestly determine as between the customer and ourselves, but when the newspaper comes in for its share of consideration there is no easy time of it for the agent on the score of conscience and good service.

Who wouldn't be better off if the agent could market his services for what they are intrinsically worth, irrespective of commissions? Do you say he practically does so now? I must deny it, because a good many agents are telling the customer that their services cost the advertiser nothing, and that the periodical pays the bill. This is, in the first place, dishonest, and in the second place gives many a low grade advertising agent an advantage which he ought not to have.

I declare then, as my conviction, that all reputable advertising agencies would be better off with the opportunity to dispose of their services in a profitable manner if the agent's commissions were withdrawn.

If the advertising agencies deny this, is it because their business is so large that they fear the diminution of profit when it is squarely put up to them to charge for services, as services, and if this is so are they not getting more now than their services are worth? Do they need the protection of the agent's commission to market their services to the best advantage? I think better of my friends in the business than this.

But now, gentlemen, who does the agent represent under the present plan? If he says unqualifiedly the paper, he properly becomes an object of suspicion when he comes around offering his services to the customer. If he says, I represent the advertiser, well, then let the advertiser, in whose service he is working, pay him. If he says, "I try to represent both," why not get paid by both? Or, if he says, "I could be happy with either were other dear charmer away," he will remember that both are jealous of his attentions and will keep a suspicious eye on him.

And now, I am very well aware that the change which I am advocating cannot be made successfully in a helter-skelter fashion. In other words, it cannot be done by a paper here and

a magazine there and another one yonder coming to the conclusion to withdraw commissions from advertising agents. This was the rock upon which Mr. Munsey split, and the agency situation is even stronger now than it was then. But it can be brought about by a joint and sincere action on the part of the American Newspaper Publishers' Association and the Quoin Club, at the request, if you please, of the advertising agencies. If the entire membership of each of these great organizations would say, "We will do it," it can be done and I confess that I would be pleased to see that day.

Finally, I believe as I said at the outset, that the periodical and the advertiser both need us, the advertising agent; the periodical in order to prevent chaos and to preserve that balance that over zealous solicitation on the part of different publications is apt to disturb; and to prevent failure of advertising campaigns built up by the superficial counsel of those who want the largest share of the appropriation for their own periodical. I believe we are, and have been, a restraining influence on the rapacity of publishers and have earned and will earn our just reward, from whosoever's hand it comes, in the expenditures we have prevented oftentimes, as much as in those we have made.

Again, I believe that the advertiser needs us. The bigger the problem of advertising becomes, the more multitudinous the number of mediums and the greater the competition among similar lines of goods, the more will he need us. We shall not lack employment if we are honest, earnest, industrious and skillful.

H. M. McKinney of the Ayer Agency spoke as follows:

The subject assigned is so wide, so large in all of its possibilities, in all of its necessities, that it is utterly impossible to discuss all of its important points in any one evening. The question only relates properly to the advertising agent and the newspaper. It leaves out altogether from the discussion the relation of the advertising agent to the advertiser. That, of itself, is a theme fully as large and of as great importance as the other. I will not discuss that to-night but will proceed direct to the main question, should commissions be withdrawn?

Upon what are these commissions based—upon the rates of a newspaper? What, then, are the rates of the newspaper? They are a price that has been fixed by the publisher as a fair compensation for certain amounts of space to be used by the advertiser. That must be, in justice, the only rule by which these prices can be fixed. They are supposed to govern and to control all conditions of advertising, to justly meet the wants and needs of the large advertiser, to govern all the necessary charges for varied positions and for varied values that may come from the use of these varied positions and different conditions. If that be true, then the rates of a newspaper properly made, properly adjusted, are made to meet the wants of the advertiser. Therefore, when they go to the

advertiser they are (unless the paper is a varied price paper) the one price which an advertiser shall pay, once and always, for any service that he may desire from that newspaper. If that be true, there is no possibility of giving a commission to an advertiser, because the price has been adjusted at its beginning according to the needs of that advertiser, with justice both to the publisher and to the advertiser; and any price which is less than that price to the advertiser is simply a cut in rates. That is all it is, and all that can be made of it, and if the advertiser claims that he should have the advertising agent's commission because of the large space he uses, one of two things must follow. The rate card was either erroneously made in the first place, or the giving to him of any concession is a cut in rates and not a commission. Now the other side,—the paying of a commission to an advertising agent,—brings up the question, what is an advertising agent? Is he the man who simply steps in between the publisher and the advertiser, when the advertiser is ready to use the paper and reaps the results and the reward of the work of the publisher in creating for himself a publisher, simply to make the commission upon it? If so, then the publisher ought to discontinue the advertising agents' commissions because it is robbing himself of what is rightfully his. If, on the other hand, the advertising agent has created the business and has succeeded in making an advertiser of a manufacturer, who before that time had never considered newspaper advertising a profitable part of his business, had never seen how it could be made profitable, if he has discovered this kind of a manufacturer and induces him to experiment, and studies his problems as if they were his own, has measured the manufacturers' business as he must measure it, has taken the weight of responsibility from his shoulders to his own and spent the money for him as if it were his own, and having so studied the manufacturers' problems and so mastered his business that he knows how to spend that money profitably to the advertiser and thus makes of him a larger advertiser as his business increases—makes his business so profitable in fact that other manufacturers seeing its success are led to go and do likewise—then the advertising agent, it seems to me, is of some real service to the publishers of newspapers. To say that an advertising agent gets his commission on an advertisement that may go into the newspaper is to take a superficial view of the real facts. To say, again, that a newspaper is not interested in an advertisement that is not inserted in that particular paper is equally superficial. I think every thoughtful and successful advertising agent will bear me out in the statement that it is not an uncommon experiment in the creation of an advertiser that that advertising may not pay him during the first three or four years of its existence. I have crossed the Atlantic twice, crossed the continent three times and worked eight years on a particular contract before I got the first dollar out of it. The first five years' expenditure did not pay my gross

traveling expenses. The first experiments were not of interest to the newspapers. However, the newspapers finally received not less than three millions of dollars out of this one particular concern as the result of our labors. Now, weren't the other newspapers who did not receive a dollar's worth of advertising out of that first appropriation during the first five years advertising, but who eventually received their share because of the success of the advertising in bringing substantial returns, finally benefited by that advertising, and should not the publishers of the United States be willing to pay for that benefit and similar benefits by a commission to the advertising agent? Something has been said here this evening about advertisers who strive continually to get advertising agents to divide their commissions with them. We all of us know how some advertisers employ an advertising manager solely for the purpose of getting the advertising agent's commission. We are painfully aware how many first-class newspapers give the commission who would scorn the assertion that they cut rates—papers that have not the backbone to decline to stand up and refuse to shave rates. So far as the advertising agent is concerned, I agree with Mr. Richards, it is a matter of utter indifference to him whether the newspapers give the advertising agents commission or whether they discontinue it. The advertisers should be willing to pay for the right kind of service and they will pay for it if they get it. It's a case of the "Survival of the fittest." Mr. Presbrey has spoken about the necessity of uniformity in rates. We are all agreed upon this, I believe. If we have a right, as I think we have, to insist that a paper's rate should never, under any circumstances, be cut to an advertiser; and, if cut, it is the best evidence that the rates are unfair, newspapers have an equal right to say to the advertising agent, "The commission you get is for creative business. We are paying you this commission to create advertising." If that is true, it is just as unfair and just as wrong for the advertising agent to divide or cut that commission as it would be for the newspaper to cut it in dealing directly with the advertiser. How shall that be prevented? In that method of it we differ from Mr. Presbrey. I would not give a snap of my finger for all the contracts in Christendom. There is no occasion for contracts whatever. Contracts are a temptation to cut rates and to take the chances of being discovered. Instead of paying a man enough to stop it, he prefers to throw the burden of proof on the advertising agent. If the publisher is honest, and means to do it, all he has to do is to say: "Gentlemen: Here are the rates of this paper. There will be no concessions on the part of prices to any advertiser. The price is uniform and will be absolutely adhered to under any and all circumstances. Your commission will be fifteen per cent and you cannot, under any circumstances, cut that commission. One violation of that rule of ours and your account will be closed and no further business will be accepted from you; neither will your business be accepted through or

from any other advertising agent." It doesn't require any contract. If that were done it would tend to greatly simplify the business. It would put out of business the advertising agent that is not in it simply to create business. It would prevent the newspaper from making a price which the advertising agent could underbid. The advertising agent's commission is a much abused thing on both sides. In the beginning, it was given because the advertising agent was supposed to work for the newspaper. In later days, the honest advertising agent does not hesitate to say that he is working for the advertiser, and every publisher respects an advertising agent who takes that stand and who does his work in that way because he knows that if the advertising agent works with that end in view the results will count in the long run to the publisher of the paper far more than any business which might throw more advertising for the time being into the columns of his paper. After all, it is a question of fairness, of service, of justice, and if the rates are not right to the advertiser let the publisher make them right. Having made them right to the advertiser, let him recognize the kind of service that is of benefit to him, and if it is of benefit to him and other publications, it is of even greater benefit to the advertisers who are thereby shown how to overcome some of the perplexing problems which develops other lines. By developing one the other is developed. The interests of the advertiser, the newspaper and the advertising agent are identical, because success for one means success for all. The man who makes a success for the advertiser and for the publisher is surely entitled to a compensation for his services.

Frank Presbrey, Alvin Hunsicker, Walter W. Griffith, Charles W. Cheeny, W. J. Todd, of London, England; Dr. Heinrich Simon, of the Frankfort, Germany, *Zeitung*; Thomas T. Williams and S. Keith Evans also made brief remarks.

MOST OF OUR IDEAS FROM "PRINTERS' INK."

EFFINGHAM, Ill., Feb. 18, 1907.

Editor of PRINTERS' INK:

Enclosed please find \$5 for four years' subscription to PRINTERS' INK which we consider the best publication of its kind in this country. We have been reading it for over twelve years, ever since we established the Illinois College of Photography and the Bissell College of Photo-Engraving.

We are spending \$7,000 per year in advertising our schools, which is more than any other resident college in the United States is spending for advertising purposes (so our advertising agents inform us), and we have gotten most of our ideas from PRINTERS' INK. The average resident school we are informed spends from \$1,500 to \$3,000 per year. Several of the mail courses spend more than that. Yours truly,
BISSELL COLLEGE OF PHOTO-ENGRAVING,
L. H. Bissell, President.

FOUND IT.

A nervous-looking man went into a store the other day and sat down for a half hour or so, when a clerk asked him if there was anything she could do for him. He said no, he didn't want anything. She went away and he sat an hour longer when the proprietor went to him and asked if he wanted to be shown anything. "No," said the nervous man, "I just wanted to sit around. My physician has recommended quiet for me, and says above all things I should avoid being in a crowd. Noticing that you do not advertise in the newspaper, I thought that this would be as quiet a place as I could find, so I just dropped in for a few hours of isolation.—Corvallis, Ore., Republican.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

I WRITE advertisements that sell the goods. Address H. P. THURLOW, Editorial Department of the World, 61 Park Row, N. Y. City.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

LARGE and small advertisers get better results by using K. A. A. Service. Tell us your proposition and we will submit plans, estimates, etc. KLINE ADVERTISING AGENCY, Ellicott Square, Buffalo, N. Y.

WE KEEP men in line for advancement without danger to their present positions; write for booklet and state position desired. HAPGOODS, 355 Broadway, N. Y.

NEWSPAPER MAN wanted, with \$7,000, to purchase interest in paying evening newspaper and job office in one of the best growing cities of 9,000 in Central West. Address "P," care of Printers' Ink.

I WANT a young man about 20 years of age, who has had experience in advertising agent's office. Don't call. Write me and say something about yourself. A. H. LINDOP, 337 Prudential Building, Newark, N. J.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED—Situation as sales manager by man who knows how to do things and has had a hand in doing them. Have "delivered the goods." Employer (manufacturer) oversold. Seek larger field. Approximate salary and particulars secure first consideration. "SEEKER," care Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 143 Metropolitan Annex, New York.

YOUNG COLLEGE MAN (29), now employed as assistant advertising manager on prominent publications, experienced correspondent and copy writer; good judge of printing types and engravings, and accustomed to handling advertising office details, desires change of connection. Address "R," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY,
707-709 Arch St., Philadelphia, Pa.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

SAMPLES and adv. rates 200 best M.-O. medallions for 10¢. S. W. BINNIE, L. B. 28, No. Manchester, Ind.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR SALE.

TWO sets 8-point 1-letter matrices; good shape; \$50. THE REGISTER, Danville, Va.

FOR SALE, at a tremendous bargain, Goss Clipper Perfecting Press. Prints either four pages, seven columns, or eight pages, seven columns. THE TIMES, Raleigh, N. C.

FOR SALE—Printing office Fairfield, Conn. Inventory for \$3,500; will sell for \$3,000. TERMS to suit purchaser. Good stand; low rent; profitable business. ALFRED S. PERRY, Fairfield, Conn.

NEWSPAPER and Job Office at a bargain; half interest or entire plant. Half interest will carry entire management of plant. Fine chance for good live man. MAHAN & BABCOCK, No. 225 Lee Building, Oklahoma City, Okla.

FOR SALE—A newspaper and job printing establishment. Paper established for over 60 years. Only Republican paper in the county. Job department well equipped. Terms, cash. Address W. A. ERDMAN, Stroudsburg, Pa.

FOR SALE—Modern newspaper plant in county seat town in Kansas of ten thousand population; natural gas region; independent paper; has largest daily circulation in county; earned three thousand net last year. Good job department. Eight thousand dollars. Address "W. R. D.," Printers' Ink.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10¢ per in. THE OUNGTOWN ARC ENGRAVING CO., Youngstown, Ohio.

WRITE for proofs and prices of good half-tones. STANDARD ENGRAVING CO., 7th Ave., and 40th St., New York City.

NEWSPAPER HALF-TONES. 2x3, 75¢; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75¢; 6 or more, 50¢ each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

JINGLES.

JINGLES—Written to order; new and sparkling. State any points you wish featured. References.

JOHN D. PHILIPS, Iroquois, So. Dakota.

PATENTS.

PATENTS that PROTECT

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington. D. C. Estab. 1869.

S **SHEPHERD & PARKER**, Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington. D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

PAPER.

B **BASSETT & SUTHIN**, 63 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

ADVERTISEMENT CONSTRUCTORS.

L **LITTLE ADVERTISING THINGS**. Even the busiest man finds time to at least glance at any bit of advertising matter that is **DISTINCTLY NOVEL AND ATTRACTIVE**. If what you send him is **SHORT** and "straight to the point," he will generally read it. I make lots of eye-capturing bits of "soon-over-ness" that are most successful in harvesting orders—for those who circulate them.

Shall I send you some samples? No postal cards, please. No. 75, **FRANCIS I. MAULE**, 408 Sansom St., Phila.

ADVERTISING AGENCIES.

A. **CHESTER THEGEN**, 425 Drexel Bldg., Phila. "Personal Service" Adv. Agt.; 3 yrs. exp.

D. **A. O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

THE IRELAND ADVERTISING AGENCY. Write for *Different Kind Advertising Service*. 925 Chestnut Street, Philadelphia.

A **LBERT FRANK & CO.**, 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA.

2,000 STUDENTS in Oberlin, O., seat Oberlin college, business schools and other schools. The **NEWS**, weekly, covers the field. High-grade plate, 7 cents; want no other.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The **RECORD** reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

The Lake County Times
Hammond, Ind.

Only seven months old—too young for Roll of Honor, but too strenuous to wait. Covering the thriving Calumet Region, with a sworn circulation of 7,200. Statements made daily.

COIN CARDS.

23 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

PRINTERS.

PRINTING—SUN PUBLISHING COMPANY, Paulsboro, N. J.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

POST CARDS.

WE make the Cuts to print from. Print them, too. Samples for stamp. **STANDARD ENGRAVING CO.**, New York.

BOOKLETS.

MORE BUSINESS FOR RETAILERS—Not whether, but **HOW**. My booklet explains all. Free, if you write on your letterhead. **C. NELSON LEACH**, Brooklyn, N. Y.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

ENGRAVING.

COX ENGRAVING CO.
108 FULTON ST. NEW YORK
PHOTO ENGRAVING, WOOD ENGRAVING
DESIGNING PHOTOGRAPHING, PRINTING

SUPPLIES.

W **D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut ink than any other ink house in the trade. Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. **Bernard's Cold Water Paste** is positively best. **Virginia-Carolina Chemical Co.** use it exclusively in 16 factories. Sample free. **CHAS. BERNARD**, 609 Rector Building, Chicago.

BUSINESS OPPORTUNITIES.

A **MONEY MAKER**. My Cash Book shows \$4,617 received from a copyrighted advertising idea, which can be worked anywhere by anyone without interference with present occupation. Full particulars and copyright privileges mailed on receipt of a \$2 bill. Exactly as represented or money back. **EMERSON DUPUY**, Des Moines, Ia.

POSTAGE STAMPS.

I **BUY** at 4 off, unused U. S.; c. o. d. **R. E. ORSER**, 2404 Milwaukee Ave., Chicago, Ill.

DESIGNERS AND ILLUSTRATORS.

SOUVENIR POST CARDS—From Photos, etc., we make you the "Plates" from which, on a type press, you can have the cards printed in one or more colors. **GATCHEL & MANNING**, Designers and Engravers, Philadelphia.

CATCH PHRASES.

You Will Save Thinks by sending for my 150 Selected Phrases for Headlines for your ads; none blind. Send 35c. **F. WILLIAM WEBER**, 425 15th Ave., Newark, N. J.

BILLPOSTING AND DISTRIBUTING.

EVERY National Advertiser who uses outdoor publicity can get guaranteed time display, subject to inspection, on billboards operated by members of the Associated Billposters and Distributors throughout the U. S. and Canada. **CHAS. BERNARD**, Secy., Rector Bldg., Chicago, Ill.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing.
\$2. ACME COIN CARRIER CO., Burlington, Ia.

PUBLISHING BUSINESS OPPORTUNITIES.

TRADE Publishing Business.
Which has age and standing
And is making a lot of money.
Can be bought account owner's health.
Unusual opportunity for hustling publisher.
Price based on profits, \$40,000.
Terms to responsible parties.

EMERSON P. HARRIS,
Broker in Publishing Property,
353 Broadway, New York.

POSTAL CARDS.

POST CARDS

\$1.25 per 1,000

My prices are lower than elsewhere. Finest quality cardboard, 50 kinds, 3-color comics, \$3 per 1,000; art cards, \$2.25; also furnished 16 on a sheet at \$2.50 per 100 sheets. One of my customers has used four million cards since September last, another is using 50,000 per day. Sell like hot cakes winter and summer. *Full line of samples mailed free.* Circulars free to Mail-Order Men. Address

C. A. DAVIS
409 to 423 Dearborn St., Chicago

ADDRESSES FOR SALE.

JUST COMPLETED—List of School Teachers containing 4,000 names. Price \$5 for complete list. FRED'K C. EBERHARDT, 529-529 Stephen Girard Building, Philadelphia, Pa.

Stamping
Roofing
Plates

"Reg. in U. S."

M & E
Pat. Off."

with brand or weight of coating
is not the only protection due the architect, property owner and tinner.

The PROCESS by which the Tin and Lead is made to stick to the Black Plate, using PALM OIL as a flux and not ACID as a flux; the ASSORTMENT, and the reputation of the manufacturer, count for more.

Stamping the "American Eagle" on a piece of brass does not make a "gold dollar"; therefore, the brand does not carry the only security.

The "MERCHANT'S OLD METHOD" carries the test of time and the makers' reputation with it.

No roasters or seconds of this plate sold.

New York **MERCHANT** Philadelphia
Brooklyn **& EVANS CO** Kansas City
Chicago Successors to
Denver **MERCHANT & CO., Inc.** Baltimore

McKittrick's Directory of Advertisers

McKittrick's Directory of Advertisers, their Advertising Managers and Advertising Agents for 1906, which includes the important advertising centers of the United States, is now ready. As to the 1907 Directory the usual quarterly supplement will be continued, containing changes, etc., thus bringing the information up-to-date as far as possible.

The following are some of the advantages of the Directory:

1. It contains more than 12,000 Advertisers.
2. A list of trade-mark and prominently Advertised Articles.
3. A list of General Advertising Agents and their solicitors within the territory covered by the Directory.
4. All information is annually revised by personal application to each Advertiser.

Send in your subscription today.

Advertisers' Directory Association

108 FULTON ST., NEW YORK

Increase Your Sales

USE

Silverware
for Premiums

SPECIAL QUALITIES,
PATTERNS, PRICES.



International Silver Co.

Factory "C,"
Bridgeport, Conn.

Can You Use A Good Advertising Man?

A manager and an executive—

Of exceptionally comprehensive experience—

A business-industry analyst—

A deviser of forcible, practical, effectual advertising and selling plans—

A writer of fadless salesmanship "copy" that will sell the things written about—

A man having wide and diversified information covering commodities and business propositions, as well as practical knowledge of details of all trades and professions associated with or pertaining to publicity—

A man who has sold, and can sell, at either short or long range, and who can—

Take entire charge of your advertising (and sales), and within one year show material resultant increases in output, and in net profits.

I am this man.

For over fifteen years I have done nothing but advertising work.

For over five years I have been one of the highest-salaried advertising men in Chicago—presumably on my merits.

I now wish to make a change.

The question of salary, for the first year, can be adjusted—if you want me and I want the "job." But I am looking for a connection offering large opportunities to the man big enough to grasp them.

I will be glad to give you (confidentially) all desired particulars relative to myself. Address

"ADVERTISING MANAGER"

P. O. Lock Box 336

Chicago

Proving Very Satisfactory

Printers Ink Jonson, New York, N. Y.:

SANBORNVILLE, N. H., Feb. 14, 1907.

DEAR SIR—Replying to your esteemed favor of the 13th inst., we are very glad to say that the ink you shipped us arrived O. K., and is proving very satisfactory in our work. We shall certainly feel like using more of your goods in the future if it continues to work as well, until it is all gone, as the first of it does. Very truly yours,

BALM-ELIXIR CORPORATION.

The above concern bought some of my inks as a trial order, and my inquiry letter—as to how the goods worked—brought forth the above reply. It is very gratifying to receive such testimonials, as they spur me on to keep continually improving my inks wherever possible. All I ask is a trial order, and if the purchaser feels dissatisfied with his bargain the money is refunded, also the cost of transportation charges. Send for my specimen book.

ADDRESS

PRINTERS INK JONSON

17 Spruce St., New York

WHO'S WHO IN CLEVELAND?

During 1906 the News gained (over 1905) in Local Display ads 2,719 $\frac{3}{4}$ columns, or more than 85 per cent; while its evening competitor, gained 943 columns, or a little over 7 per cent.

In Foreign Display the difference was even more marked. The News gained 516 $\frac{3}{4}$ columns, or 46 per cent, while the other evening paper actually LOST 140.30 columns, or 4 $\frac{1}{2}$ per cent.

The News also made relatively greater gains, in both Local and Foreign Display, than either of the morning papers of Cleveland, including their Sunday editions.

During the month of December, 1906, the gain of the News in Paid Advertising over December, 1905, was MORE THAN TEN TIMES that of its competitor, while both of the morning papers made heavy losses.

During the last four months of 1906 the News gained 1,030 $\frac{1}{2}$ columns of strictly local display advertising, which is almost the whole year's gain of the other evening paper, according to its own claims.

And the News DID NOT publish some 20,000 inches of UN-CLEAN medical advertising.

In short, the TREND
of the successful ad-
vertiser in CLEVELAND
is toward the

NEWS

GREAT GAINS ALSO IN CIRCULATION

The daily average circulation of the Cleveland News in December was greater by 28,074 copies per day than in corresponding month a year previous, the December, 1905, average being 53,297, and the December, 1906, average 81,371.

SWORN CIRCULATION.

CHAS. A. OTIS, publisher of The Cleveland News, does solemnly swear that the daily average circulation of The Cleveland News during the year 1906, exclusive of holidays, was as follows:

Month	Daily Average.	Month	Daily Average.
January.....	58,395	July.....	72,722
February.....	64,159	August.....	71,247
March.....	69,596	September.....	72,601
April.....	73,019	October.....	75,574
May.....	74,328	November.....	79,371
June.....	75,079	December.....	81,371

(Signed)

CHAS. S. OTIS.

Subscribed and sworn to before me this second day of January, 1907, at Cleveland, Ohio.

L. E. KALSTON, Notary Public.

SPECIAL NOTE.—The comparison of space made by a morning newspaper, showing different totals, is based upon seven issues a week for itself and also includes the Sunday issues of the WORLD-News in 1905. The News published no Sunday paper in 1906. Its comparisons above are based on six issues a week, both for itself and its contemporaries.

The 1907 Edition of

The American Newspaper Annual

is ready and being delivered.
**Have you ordered your
copy?**

The circulation of this
book has been increasing for
years as its usefulness has
been more widely demon-
strated. **Have you ordered
your copy?**

All the old features are
retained, with some new
ones—for instance the Ad-
vertisers' Telegraph Code.
**Have you ordered your
copy?**

Price \$5.00 net to all.

Delivered in the U. S. or Canada.

N. W. AYER & SON, - - Philadelphia
Publishers

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

There are millions of pounds of type in the world—nice, clear type, easily read by everybody except the blind. Pictures can be so simply and clearly drawn that even the ignorant will understand. Such being the case, why is it that so many advertisers strive and strain until they tear off vest buttons in a mad attempt to achieve some weird result that will prove so complicated that its meaning is discoverable only by

tion marked No. 2 speaks for itself.

Patchwork effects are very popular this winter with many

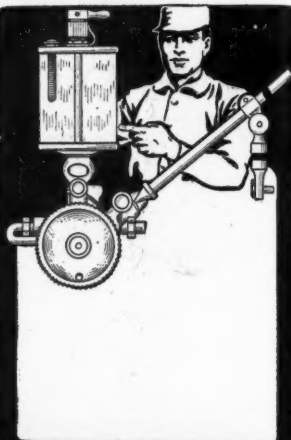
RELIABLE ECONOMICAL
 POSITIVE LUBRICATION
 LUNKENHEIMER
 MECHANICAL OIL PUMPS



THE LUNKENHEIMER COMPANY
 CINCINNATI OHIO U.S.A.

No. 1.

patient effort? There must be some method in it, and it is to be hoped that some of the advertisers responsible for such pieces of publicity as the advertisement marked No. 1 will arise from their seats and tell the audience all about it. For the benefit of the inquisitive it is stated that this particular advertisement is supposed to exploit an oil pump made by the Lunkenheim Company of Cincinnati. The illustration



LUNKENHEIMER

No. 2.

advertisers. The Barrington Hall Coffee advertisement shown here is a prize winner in this class. It occupies a half page in current

It is an interesting fact that people who are compelled to give up the use of ordinary coffee can drink Barrington Hall without ill effects.

Barrington Hall—The Coffee

is just pure coffee of high quality prepared by the patented process. The coffee berries after roasting are cut (not ground) into fine uniform parts and then it is removed the entire roasting and grinding process is played for many around the house of the house to prevent all the coffee berries from being ground in a uniform. This also is stamped above to indicate the coffee ground in a uniform. This also is stamped above to indicate the coffee ground in a uniform. This also is stamped above to indicate the coffee ground in a uniform.

Send for Free Sample Can

ST. ARCHA'S OTHER COFFEES

magazines, and it is confidently submitted that there is no possible way in which this advertisement could be cut up any

more than it is. If it were run through a coffee mill it would come out in about this shape. It has one advantage, however—you can commence anywhere and leave off anywhere and be equally interested and edified.

* * *

Here is an advertisement of Superba Cravats which is pretty sure to attract attention. Its exact character is not likely to be noticed at first unless the eye chances to strike the curves of the

SUPERBA Silk Cravats

SUPERBA
SILK
CRAVATS

THEY have all the praiseworthy qualities of a tie without a single tie-fault. For instance: SUPERBA SILK CRAVATS won't wrinkle like usual ties—scarf pins don't punch unsightly holes and other won'ts and don'ts that assure complete satisfaction.

Go to any haberdasher and ask for SUPERBA SILK CRAVATS; if you cannot get what you ask for, we'll send the ties prepaid by mail.

PRICE 50 CENTS the tie, but easily dollar value. Fully 30 plain color effects, also black. Write for that "BOOK OF CLEVERNESS." It's FREE.

H. C. COHN & CO.,

MANUFACTURERS,
214 Andrew St., Rochester, N. Y.

nose and the mouth in the upper right-hand corner. It is strong enough to draw attention, at any rate, and when the eye takes it in, in its entirety, it makes a rather interesting advertisement, although the mutilation of heads and faces is not as a general thing to be commended.

* * *

This Corn Flakes advertisement is reproduced in this department for fear it would otherwise escape notice and not be handed down to posterity as one of the curiosities of 1907. The toy train made up

of Corn Flake packages is both interesting and convincing. Uncle Sam, with his eye, brains, ear and various other organs removed, is also an interesting figure, and the combination is one which is calculated to chase people to the



Why It Goes
So Fast



The people of the United States are eating Santitas Toasted Corn Flakes with more enthusiasm than they ever before ate of any other breakfast food. Millions of it are being hurried forward to satisfy the demand. Everybody is calling for Santitas. The taste—The Only Taste—wins the customer's approval. Its delicious flavor is full and distinctive. It is unexcelled. That is why Santitas Toasted Corn Flakes has become the exclusive breakfast food in thousands of homes. At your grocer's—Order today! insist on getting SANTITAS.

Santitas
Toasted Corn Flakes Co.,
Kansas City, Mo.

stores bareheaded in an eager rush for Corn Flakes. There is no doubt about this. The advertisement is so bad that it is almost good.

OUR POSTOFFICE.

While paying the railroads to rob the department through exorbitant rates for transporting the mails, and permitting the franking privilege to degenerate into a scandalous abuse, members of Congress seems to be ready to restrict the business men of the country in their right to promote business.

Advertising has become the lifeblood of business. To arbitrarily restrict it is to arrest commercial development.

The average manufacturer or merchant who does business honestly, whose goods depend upon their merit and whose success depends upon his energy in making their merit widely known, wants all the publicity he can get—indeed, it is as necessary to the expansion of his business as sunlight is to the growth of a plant.

And it is this average business man, who is the bone and sinew of the country's trade, who wants as many people as possible to know his methods and appreciate them—it is this man whom this new law restricting advertising will hit in a vital spot.—Richmond, Va., Evening Journal.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

SECURITY STORAGE COMPANY,
WASHINGTON, D. C.

Editor Ready Made Department:

I do not recall seeing in the years that I have been reading PRINTERS' INK any mention of storage warehouse advertising or seeing warehouse advertisements reproduced in your paper. The furniture warehousing business is hardly more than a generation old; yet has reached large proportions and is constantly and rapidly growing and improving. The American Warehousemen's Association has over one hundred members, representing more than one hundred million dollars capital, and the New York Furniture Warehousemen's Association has about as many members. Nevertheless, it is one of the worst, or least, advertised businesses in the country. The Security Storage Company was one of the first warehouses to recognize the importance of using PRINTERS' INK to enlarge its business, and the results have been so satisfactory that year by year we enlarge our advertising expenditure. We advertise not only by booklets and circulars but also regularly in the daily newspapers, changing our copy with each insertion. In fifteen years we have added to our plant four times, increasing its capacity over eight-fold, and some credit at least for this growth must be given to advertising. I enclose a few samples of our newspaper advertising and some of our booklets for reproduction, if you think worth while. Yours very truly,

C. A. ASPINWALL,
Vice-President.

It is probably true that no great amount of attention has been given to this kind of advertising in PRINTERS' INK, though I cannot speak with authority for the other pages. If it is true, it is probably because there has been so little in the way of good advertising on which to base a discussion, for in looking through thousands of papers I very rarely find a good ad for this line. Mr. Aspinwall's figures as to the capital invested in this business come as a revelation to me and still further increase the wonder that a line of such magnitude is so little and so poorly represented in the newspapers. The Security Storage Company's literature would do credit to a banking house, perhaps largely because that company is really a department of the American Security

and Trust Company. The hand-somest thing among those accompanying the letter reprinted above is a 4 $\frac{3}{4}$ x5 $\frac{3}{4}$ booklet of 16 pages and cover entitled, "Expert Testimony About the Care of Furs and Rugs," the cover being beautifully done in colors and bearing illustrations of a wool and a white fur rug—just the sort of a book that will reach and impress people who own rugs worth taking care of. Inside are well executed half-tones showing the fireproof storage building and the departments for various classes of goods, a testimonial, as to the method, by Mrs. Peary and quotations from various authorities on the preservation of rugs and furs, and a price list on the various classes of articles received for safe-keeping. There are other, briefer but not less interesting, circulars on "Insurance Against Moths," "Wedding Gifts and Other Valuables," "Packing and Moving Household Effects," etc.; one in particular, "Important Suggestions," being from the practical experiences of many warehousemen in packing and shipping all sorts of household goods. There were also some short, sensible newspaper ads, from which I chose those here reprinted as characteristic:

WILL YOU BREAK UP HOUSE-KEEPING THIS SPRING?

If so, you will be interested in a booklet of "Important Suggestions" concerning the best method of preparing household effects for moving, storage and shipping, which has been published by the American Warehousemen's Association. A copy will be mailed on request.

Inspection invited. Estimates submitted. Storage, packing, forwarding.
SECURITY STORAGE COMPANY,
1140 Fifteenth Street.

PROTECT YOUR VALUABLES

by storing in our burglar-proof vaults, under guarantee against loss by fire or theft.

Our special wagon calls for and returns deposits promptly and without charge.

\$1 per month for trunks, boxes, or

chests valued at not more than \$1,000.
SECURITY STORAGE COMPANY,
 Furniture Warehousemen,
 Packers and Forwarding Agents.
 1140 Fifteenth Street.

CAREFUL AND EXPERIENCED
 —but not perfect—packers and
 movers.

SECURITY STORAGE COMPANY,
 Furniture Warehousemen,
 Packers and Forwarding Agents.
 1140 Fifteenth Street.

**IF YOUR HOUSE OR APART-
 MENT IS OVERCROWDED**

why not rent a small storage room in
 our fireproof warehouse, where you
 could keep in safety, and conveniently
 accessible, your surplus luggage, etc.
 Rooms, \$2 to \$20. Trunks, 25c.
 per month.

SECURITY STORAGE COMPANY,
 Furniture Warehousemen,
 Packers and Forwarding Agents.
 1140 Fifteenth Street.

*To Counteract "Knocking." From the
 Kansas City Times.*

**It Worried Him
 at First.**

He had made up his mind
 to buy a piano. He felt
 that he ought to look all
 around. Several well mean-
 ing people recommended the
 Vose piano. He called at
 two or three other piano
 stores and asked for the
 Vose piano and the way
 they did jump upon the
 Vose and run it down wor-
 ried him very much. He
 thought his friends must
 have been mistaken. When
 he reached our store and
 was shown the Vose piano,
 and given an opportunity to
 examine it inside and out,
 he ceased to worry and he
 said it was no wonder the
 other fellows didn't want
 him to see the Vose, be-
 cause they had shown him
 nothing that was anywhere
 its equal, and many of them
 asked much more for their
 pianos than the Vose cost.
 Don't be persuaded by
 anyone to buy until you see
 the Vose. We sell a magnifi-
 cent new Vose for \$360
 cash or \$10 monthly, with
 interest at 6 per cent per
 annum.

**J. W. JENKINS' SONS'
 MUSIC COMPANY.**
 1013-1015 Walnut Street,
 Kansas City, Mo.

*A Logical Argument. From the Wash-
 ington (D. C.) Star.*

**To Carry Out
 the Provisions**

of a will so as to protect
 the estate and the benefi-
 ciaries, to administer the
 estate until it is settled
 economically, and to keep
 the funds invested safely
 and yet to yield the best re-
 turn, requires a specialized
 knowledge and experience
 that few individuals possess,
 no matter how prudent or
 successful they may be.

**AMERICAN SECURITY
 & TRUST COMPANY**

does possess that knowledge
 and experience, because it
 is organized and equipped
 for that purpose.

A beautifully illustrated
 booklet will be sent on re-
 quest.

Northwest Corner of
 Fifteenth and Pa. Ave.,
 Washington, D. C.

*Good Restaurant Ad. From the Al-
 bany (N. Y.) Times-Union.*

The Hampton.

Even nights when there is
 no special attraction in the
 theaters, the Rathskeller of
 the Hampton is invariably
 filled with a gay throng of
 people enjoying this "well-
 bred Bohemia," as one of
 the city's prominent women
 who was there the other
 evening called it.

There is the jolliest kind
 of music from 9 to 12.30.

Orchestra Music Hours—
 6 to 8.30 p. m. and 10.30
 p. m. to 12.30 a. m. Sun-
 days, 6 to 9.30 p. m. Or-
 chestra Leader, Frank
 Walter.

Business Men's Lunch—
 Every week day in the grill,
 11.30 a. m. to 2 p. m. Spec-
 ial menu.

Rathskeller—A real Ger-
 man cellar. German dishes
 and imported beers a spec-
 ialty. Jolly music, 9 p. m.
 to 12.30 a. m. For ladies
 and gentlemen. Open 12
 noon to 2.30 p. m. and
 from 5.30 p. m. on.

Afternoon Tea—Every
 week day on the mezzanine
 floor, 3 to 5 p. m.

Barber Shop—The most
 sanitary and elegant in the
 city. Open until midnight.

THE HAMPTON,
 State and Broadway,
 Albany, N. Y.

Albany's most modern
 and luxurious hotel. For
 ladies and gentlemen.

Several recent communications to this department have asked how the young or inexperienced adwriter may get experience in practical work. The best answer I can make is to quote from my own experience of a dozen years or more ago, when I confronted the same problem. I was employed as collector for the largest store in a town of about 20,000, spending a portion of each day at the cash desk in the office to relieve another employee. The manager, who sat at an adjoining desk, had acquired the PRINTERS' INK habit, and my respect for him and his opinions led me to wonder what he could find of such absorbing interest in so small and unpretentious a publication. I voiced my curiosity one day, and he promptly introduced me to the Business Management and Ready Made Ad departments and called my attention to various articles on the retailer's problems. Up to that time, advertising was more or less of a mystery to me, and even then it seemed a very intangible sort of thing from which only those born to the work could hope to get a living. But I began to study it, right then and there. The manager, in the goodness of his big heart, set aside all he could spare of the noon hour to read aloud to me from PRINTERS' INK. We discussed its teachings, and he proved some of them in the store's management and advertising. Then I began to borrow his copy and took it home to read at night; and finally he fairly took my breath away by suggesting that I write some ads for possible use in the store's regular space.

With many misgivings and much burning of the midnight oil I wrote a few, and to my unspeakable joy he accepted and printed one of them. That settled it—I had caught the fever, never to recover. Then I began to practice and, after I had gained a little skill, through the aid of the manager and PRINTERS' INK, I prepared a few ads for merchants in non-competing lines, who clearly needed help with their copy, laid my copy out neat-

ly and submitted it with a proposition to prepare a certain number of changes per week or per month for a certain number of dollars per year (to give the work an air of permanency), giving my customer the privilege of quitting at will. I took the work at a nominal figure at first, because I was after experience and knew that I could afford to buy it, if necessary. After a while I sent some of my work to Wolstan Dixey, then a stranger, but now one of my best friends, and he said some pleasant things about it in this department. I thought the Ready Made Ad department was just a "jolly," so I merely sent papers containing my ads, without a thing to identify them. Occasionally he "roasted" me, but that only increased my respect for his opinions and my confidence in his sincerity. Finally, with a little capital in the way of local reputation, I came to New York, made the acquaintance of Dixey and, armed with a letter of introduction from him, quickly connected with an adwriting job that paid nearly twice as much as I had received in the country. Since then it has been my privilege to conduct this department (from which, years ago, I derived so much benefit), and to contribute from time to time to the other pages of PRINTERS' INK. There has been nothing remarkable in any part of the performance; but to me, as I look back at it, it seems an excellent demonstration of the power of the class or trade paper to train and direct the energies even of those who start with but little advantage in the way of education. The adwriter who loves his work—who is not content with mere word juggling, or the purely superficial—will find the way and a just reward for his efforts. He must believe in himself and his work before he can make anybody else believe that he has anything to sell that is worth buying; but he must fight that over-confidence which leads to over-statement as to what he can do. I did not intend to make this a testimonial to PRINTERS' INK nor to make it so much a story of "I," but rather to in-

dicate that the budding adwriter who is willing to work hard and apply himself as he would to any of the other arts or professions can make a satisfactory place for himself now that good advertising is so universally recognized as a real business force.

Politics, Religion and Race Questions Are Pretty Good Things to Leave Out of Advertisements, No Matter How Gracefully and Tactfully the Ideas May Be Expressed. From the New Orleans (La.) Daily Item.

My Confessions.

Of course the reader will understand that I had to be born. I was born in the little town of Donaldsville, La., in the year 1858. When I was about two years of age, my father came to New Orleans to settle permanently, where I have lived ever since. I can recall as a little child how I despised that blot upon civilization—Slavery. I remember with what intense prejudice the children of the South regarded slavery, and if the Civil War had never occurred the children of the slave-owners would have given freedom to the black people of the South of their own accord. I remember that I loved with intense devotion my old black nurse, who sung me to sleep and worshipped me next to her God. These memories are recalled when I am at an age of nearly fifty years, and the devotion of this slave woman to her little master, to whom she would have given her life to save him a single tear, a single pang, or any grief whatever, was sublime. I do not believe that while that sentiment exists in the hearts of the great and generous people of the South that a race war could occur, and upon the grave of that old woman, my nurse, I lay flowers frequently, and sometimes shed tears, and will ever cherish her memory. She loved me, and I am not ashamed to say that my affection exists for her to this day.

W. G. TEBALD,
217 Royal Street,
New Orleans, La.

Calculated to Stiffen the Backbone. From the Decatur (Ill.) Daily Herald.

A Wishbone.

is all right in its place, but when it is substituted for the backbone—well, you know the result.

Wishing for a chance; waiting for a favorable opportunity; only dreaming of success—not doing; what great men in history would ever have been heard of had they stopped there? Successful men are doers. They do not waste their time in idly wishing. "Wishes" are not "fishes." Thrift makes a man independent and independence enables him to do things. Use your backbone. Make your decision a Savings fund. Make a beginning—then make it grow.

The method offered you for the purchase of stock in this Association makes the saving habit a very easy one to acquire.

THE PEOPLE'S SAVINGS
& LOAN ASS'N,
303 Orlando Powers Bldg.,
Decatur, Ill.

On the back page of the Jackson Bank *Sentinel*, a clever little house organ published by the Bank of Dakota County, Jackson, Neb., the following rather odd announcement appears alongside a half-tone of a pleasant-faced young man who, presumably, is one of the bank's officials:

WHEN YOU SEE A FELLOW LOOKING LIKE THIS,

know that he is "dead set" to have some banking business from you. That he will give you at least as good figures as you can get elsewhere, and will try very hard to do better; that he will "always treat you right;" that he is glad to see you just as often as you can call on him; that he can do anything in banking for you that can be done; that any business entrusted to him, will be accurately and promptly done, and any money deposited with him, will be ready for you when called for.

Call and see me, please!

"The bank that always treats you right."

BANK OF DAKOTA COUNTY,
Jackson, Nebraska.

Duplicate

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, **FEB 13 1907**

RECEIVED of the Publisher of *Evening Item, Piedmont, Ind.*
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

J. M. Palmer Manager.
 Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, or its insertion in the next issue of this book, based upon a statement by the publisher of the newspaper, is guaranteed by the Publishers of Rowell's American Newspaper Directory, and the correctness of the rating is secured by the Publishers of this paper by the payment of one hundred dollars to the Publishers of Rowell's American Newspaper Directory, and the circulation rating furnished in return is placed in the Directory and the Directory is published. The money paid is not returnable to the publisher at any time or under any circumstances.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

New York City, ~~FEB 20 1907~~

RECEIVED of the Publisher of *Grand Philadelphia, Pa.*
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

R. W. Palmer Manager.
 Publishers of Rowell's American Newspaper Directory.

CONDITIONS.

The abridged impression of a circulation rating in *Rowell's American Newspaper Directory*, or to be inserted in the post lists of the book, issued upon application to the publisher, is a service rendered to the advertiser, and is not a contract. The advertiser is not to be held responsible for the accuracy of the rating, but the publisher of the paper, by his payment of one hundred dollars to the publisher of the said rating, has guaranteed the accuracy of the rating. The guarantee is not to be held by the publisher of the paper, but by the advertiser, and the advertiser is to be held responsible for the accuracy of the rating. The advertiser is to be held responsible for the accuracy of the rating, and the advertiser is to be held responsible for the accuracy of the rating.